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IN THIS ISSUE:

big switch!

At midnight, October 17th, WHB completed the switch from network to independent operation

Now WHB has 24 full hours a day to transmit the kind of radio which has already started the big switch in Kansas City listening. In the few months since new management* took over, new studios, programming, personalities, ideas have put K.C.'s oldest call letters (born 1922) on the lips of everybody in town.

In audience and in rates, WHB is an *extraordinary* buy—right now. Talk to John Blair, or Station Manager George W. Armstrong.

*Operating two other famous independents, each first in its own market (Hooper): KOWH, Omaha — WTIX, New Orleans.

10,000 watts on 710 kc.
Kansas City, Missouri

WHB

MID-CONTINENT BROADCASTING COMPANY

24TH year

JR 473 N-D'59

AN estimated 85,000 Midwest Farm people attended the second annual WLS-Prairie Farmer Farm Progress Show held October 7, on a Camden, Indiana, farm. They came in 20,000 automobiles and in 225 privately farmer-owned airplanes.

They came to hear about and see the newest developments affecting their own business—farming. They came to see new farming practices; new machinery; new methods. They came to learn. And they came, just as crowds always come to WLS sponsored events, because they knew when WLS told them it would be worth their while—it would be.

These are WLS listeners. They are the people who repeatedly say that WLS is their favorite station for farm service; the station they listen to most; the station in which they have confidence.

These are the people who need—and who use your product. They are the people who buy your product. They are the people who will buy *more* of it if you tell them about it over WLS.

These are people—not figures. They are the Nielsens; the Hoopers; the Pulse—*brought to life.*

158

WLS — Prairie Farmer advertisers took advantage of the opportunity to meet these potential customers in person by having exhibits and demonstrations at the event.

WLS The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.

1-C R

TRIAL BY JURY... FOR BETTER TV

Each week at 285 Madison Avenue, 70 typical viewers—different ones every week—sit down and watch television shows and commercials.

By indicating what they like, and what leaves them cold, they help answer such questions as:

. . . Does your commercial arouse interest quickly?

. . . Does your commercial devote sufficient time to the *main* sales theme?

. . . Does your commercial hold the viewer all the way through it?

. . . Does your commercial make the viewer feel *more* like buying your product?

These audience juries have been meeting since 1946.

They have reviewed 532 TV shows and 1,640 commercials.

Out of their reactions, Y & R has uncovered many facts—eliminated many fancies.

Result: better television for Y & R clients.

YOUNG & RUBICAM, INC.

ADVERTISING · New York · Chicago · Detroit · San Francisco
Los Angeles · Hollywood · Montreal · Toronto · Mexico City · London

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

You're in a scoring position all the time!

Your product scores again and again! You enjoy a long winning streak when WGAL-TV's powerhouse carries the ball for you. Use super-powered WGAL-TV to reach a vast, enthusiastic group of rooters—three million people who have an annual effective buying income of $4½ billion, who spend $2⅔ billion in retail sales. *Score everytime with WGAL-TV.*

WGAL-TV

NBC CBS DUMONT

LANCASTER, PA.

316,000 Watts

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC.

New York San Francisco
Chicago Los Angeles

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

closed circuit®

ONE SUGGESTION is advanced from high place on how to handle uhf conversion problem. Proposal is that licensee pay for mass conversion of all sets in area, charging costs to overall investment which can be written off taxwise. Station thus would have guaranteed maximum circulation in area, equivalent to vhf within range of its uhf transmitter.

★ ★ ★

CONFLICT could develop in Senate if Democrats emerge victorious in Tuesday elections. Slated for chairmanship of Senate Judiciary Committee is Harley M. Kilgore (D-W. Va.) who has bitterly attacked newspaper and radio station ownership of tv outlets, network or station ownership by manufacturing companies and has otherwise plumped for complete divorcement. Question: Would he seek inquiry under anti-trust laws (Judiciary is parent committee of Dept. of Justice)? Clash would come since Interstate Commerce Committee has jurisdiction over communications and its regulatory agency, FCC.

★ ★ ★

MORE JOB changes are being whispered at FCC, notably in Broadcast Bureau which sits just below Commission on all matters involving broadcast services. Both engineer Curtis B. Plummer, BB chief, and his chief deputy, attorney Joseph M. Kittner, may be slated for new assignments, former possibly to head another bureau (there's vacancy, chief, Common Carrier). Among names heard for Broadcast Bureau are engineer James E. Barr, present chief, Broadcast Facilities Division, and attorney Sol Schildhause, who has been acting chief of Opinions and Review.

★ ★ ★

WHAT WILL be total television revenue (time sales minus agency and representative commissions) for 1954? One leading economist estimates it will be $600 million. FCC figure for 1953 [B•T, Oct. 25] was $432 million.

★ ★ ★

NOT SINCE early days of New Deal has newspaper interest in FCC's "diversification" stance been stimulated to present pitch. Publishers and editors have been contacting their Washington correspondents for "inside" and generally are being told that recent FCC actions indicate no fixed policy. More often than not, they cite decisions are based on "political" rather than policy factors (see feature page 86).

★ ★ ★

FCC hasn't seen hide nor hair of report forms or program flow charts of alleged "Jobs-for-Republicans" plan attributed last week to White House and Republican National Committee, according to sources at offices of chairman and personnel director. "We're not hiring anyway," was comment after reflection on recent staff cuts.

★ ★ ★

ELECTION campaigns, which always bring new business to radio-television stations, also delay other advertisers in placing new business until campaigns are over. This and fact that considerable new business was placed earlier this year, are reasons given for slowdown past few weeks.

★ ★ ★

NEW and entirely different reason, however, must be blamed for postponement of one specific campaign. American Safety Razor (Pal blades), through BBDO, New York, had planned to start radio spots in about 100 markets late last month [CLOSED CIRCUIT, Oct. 11]. But campaign had to be delayed, due to company strike in objection to moving plant from Brooklyn to Staunton, Va.

★ ★ ★

SENATE Juvenile Delinquency subcommittee might turn to film production and distribution field for more hearings on tv programming before submitting its separate report on tv as juvenile delinquency factor. Subcommittee spokesman, who said group now is studying whether it has gone into all aspects of tv sufficiently, points out only one or two representatives of film industry have been heard.

★ ★ ★

FCC SHORTLY is expected to cite for "over-commercialization" an eastern independent radio station. This will be culmination of "monitoring" survey undertaken by Comr. Robert E. Lee, who in recent address at NARTB 4th District meeting at Virginia Beach, Va., Sept. 21, evinced concern over "pitchmen" on radio and disclosed monitoring was underway.

★ ★ ★

FIVE comparative tv cases now pend before FCC for final decision, along with three "dropout" cases, each with only one applicant, competitors having withdrawn. Six other contests in which initial decisions have been reported are awaiting oral argument before Commission *en banc*. Only one losing applicant in tv fight has appeal pending in courts, but FCC must answer six economic protests, four involving uhf appeals of vhf grants.

★ ★ ★

ALTHOUGH no announcement has been made, Earle C. Anthony, president-owner of KFI Los Angeles, has returned to his desk after several months illness. He was hospitalized in San Francisco following Bohemian Grove encampment last June.

the week in brief

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WMAR-TV is FIRST with Viewers

MORE THAN TWO-THIRDS OF THE BALTIMORE TV AUDIENCE SAW LIGHT'S DIAMOND JUBILEE*

★ ON WMAR-TV ★

*All 3 Baltimore TV Stations CARRIED THIS program 9.00-11.00 P.M. SUNDAY, OCT. 24th
Distribution of audience Based on survey made by The American Research Bureau

STATION	AUDIENCE (based on 2 viewers per set)	SETS IN USE
WMAR-TV	**449,872**	39.6%
Station A & B In Balto.	203,351	17.9%
other stations received in Balto.	9,088	0.8%
Total	662,311	58.3%

IN MARYLAND MOST PEOPLE WATCH WMAR-TV

ON MAXIMUM POWER ★ NOW TELEVISING COLOR

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

at deadline

More Night Radio Sales, Daytime Tv Boost Seen

NATIONAL soap advertisers spend 87% of their radio spot money in daytime; in television, 61% in nighttime, according to N. C. Rorabaugh Co.

In releasing Rorabaugh's second quarter 1954 radio spot expenditures of Big Three—Procter & Gamble, Colgate-Palmolive and Lever Bros.—and their competitors, Station Representatives Assn. said Friday soap percentages underscore its belief that nighttime radio "is in for better figures because of the power of good local programming and local selling personnel," while in tv, opposite trend to greater use of daytime is seen.

"For both radio and tv, national spot is in good health," SRA said. Radio spot "will have no boom" when final 1954 figures are totaled, SRA said, but noted indication of "bigger schedules in 1955." In spot tv, according to SRA, 55% increase last year ought to be duplicated this year.

All of Big Three competitors were included in Rorabaugh compilations of tv spot in soap category; only major competitors in radio.

Stanton to Address Banquet At SDX Columbus Meeting

CBS PRESIDENT Frank Stanton will address banquet closing 45th annual convention of Sigma Delta Chi in Columbus, Ohio, Nov. 10-13, Victor Bluedorn, SDX executive director, announced Friday. Banquet to be held in Deshler-Hilton Hotel, with columnist Earl Wilson as toastmaster.

Other speakers include Alexander F. Jones, *Syracuse Herald-Journal,* on "Canon 20" (barring cameras and microphones from courtrooms); Dr. James E. Pollard, director of Ohio State U. School of Journalism, on "Right of Privacy," and Richard W. Slocum, *Philadelphia Bulletin,* ANPA president, on "Journalism as a Career." John Cowles, *Minneapolis Star* and *Tribune,* honorary SDX president, will keynote opening day sessions.

Spector Sees Revamping Of NBC-TV Spectaculars

RAYMOND SPECTOR, head of Raymond Spector Agency, New York, announced late Friday after meeting with Pat Weaver, president of NBC, and Robert Sarnoff, executive vice president, that NBC-TV's Sunday Spectaculars would (1) possibly be cut down to one hour from hour-and-half after first of year, in 8-9 p.m. spot; (2) show would originate at Colonial Theatre instead of from Brooklyn studios; (3) better-draw talent names with more star support would be used; (4) more emphasis would be put upon appeal to black-and-white sets instead of color; (5) no more original book (continuity) but more variety and comedy; (6) Spectaculars should be referred to as "feature presentations"; (7) less emphasis on sophistication and more on mass appeal.

NBC spokesman said after Mr. Spector's announcement that network does not plan to cut length of Spectaculars, either now or in future, and that no other major changes are contemplated.

NEW TV RECORD

ALL-TIME weekly production record for tv sets was made during week ended Oct. 22, with 228,298 units turned out, according to tentative Radio-Electronics-Tv Mfrs. Assn. estimate. Previous high was 219,680 sets turned out during week ended Oct. 20, 1950, according to RETMA figures.

Output of tv sets has been mounting this year after slow start. Total tv production for 42 weeks of 1954 estimated at 5,360,266 compared to 5,900,000 for 41 weeks of 1953. If present trend continues, 1954 output may exceed 1953 12-month figure. Retail tv sales for eight months are highest since RETMA began collecting retail data three years ago.

NBC Radio to Announce Five-Minute Sales Plan

NEW NBC Radio network sales technique, "Five-Minute Program Plan," offering advertisers choice of five-minute segments and of talent to program them "at low cost," is being prepared by Fred Horton, network's sales director, for announcement this week.

Plan described as providing list of five-minute network time availabilities and list of some 30 top personalities in news and specialized service fields; advertiser may pick time spot that best suits his purpose and talent he wants to employ in it, and, depending on time and talent, pay single price for package. Authorities say plan offers maximum impact along with "extreme flexibility" in both time and program content; will provide circulation at cost as low as 52 cents per thousand, and will permit advertiser to custom-build package for special promotion, holiday events, year-round campaigns, etc. Announcement slated this week in trade ads under slogan, "Take 5."

McConnaughey Opposed

FIRST opposition to naming of George C. McConnaughey as FCC chairman voiced Friday by Harry R. Booth, special FCC counsel during telephone probe in mid-'30s. Mr. Booth sent telegram to White House charging FCC chairman had represented Ohio Bell companies in efforts to win higher rates in official proceedings. Mr. Booth recently organized Utility Users League to fight increased telephone rates sought by Illinois Bell.

POLITE POLITICS

WEWS (TV) Cleveland, which carried talk by President Eisenhower Friday morning during latter's visit to that city, promptly contacted Ohio State Democratic Committee to offer "equal time" in return. Sen Thomas Burke (D-Ohio), in race for U. S. Senate with Rep. George H. Bender (R-Ohio), respectfully declined opportunity "in deference to the President of the United States."

• BUSINESS BRIEFLY

CADILLAC-BLAIR SPOTS • Cadillac Motors Div., General Motors Corp., Detroit, signs to participate in John Blair & Co. national saturation group plan, which encompasses 24 spots per week on the 45 Blair-represented stations. Through MacManus, John & Adams, Bloomfield Hills, Mich., Cadillac will use plan week of Nov. 15 to introduce 1955 models. It is fourth advertiser to sign for plan.

NECCHI NAMES GREY • Necchi Sewing Machine Sales Corp. and Elna Div. of Necchi, New York, has appointed Grey Adv., New York to handle its advertising, effective Nov. 15, Leon Jolson, president, announced Friday. Necchi, which spends approximately $750,000 annually in advertising, had reportedly planned to go over to Biow Co. when J. D. Tarcher and Benrus Watch Co. moved from Cecil & Presbrey [B•T, Sept. 27], but this deal was never fully confirmed.

SWIFT SHOPPING • Swift & Co., Chicago, reportedly shopping for network radio or television show. J. Walter Thompson Co., which handles variety of Swift products (meats, margarine, etc.), studying "all broadcast media for suitable radio or tv vehicle."

FOLGER CHANGE • J. A. Folger & Co. (Folger coffee), Kansas City spot advertiser handled by Grant Adv., Chicago, for over decade, planning to name Cunningham & Walsh, New York, as its advertising agency effective after first of year.

RAILROAD PLANS SHIFT • New York Central, which has retained Foote, Cone & Belding, New York, as its advertising agency for number of years, is parting with that agency, effective Jan. 1. New appointment is expected momentarily.

Unattended Tv Satellites Sought by NARTB District

FCC was asked by NARTB District 14 (Mountain States) at Denver meeting Friday to permit unattended operation of satellite tv transmitters. Resolution adopted by district (early story page 44) pointed to serious shadow problems in rugged terrain of mountain states.

District 14 urged Commission to extend remote-control privileges to directional stations. Another resolution endorsed private ownership of microwave facilities, including multiple relay circuits without regard to assistance available from commercial carriers. Uniformity in daylight time was urged by delegates. Walter Wagstaff, KIDO Boise, is district director.

Network Line Failure Probed

FULTON LEWIS JR., MBS commentator, hasn't made up his mind whether to sue AT&T for costly Wednesday-Thursday breakdowns in MBS hookup, he told B•T late Friday. He said he is conducting thorough probe of facts. Most of network was out Wednesday and about half of time was lost Thursday, he said. AT&T ascribed trouble to equipment failure between Louisville and Indianapolis. Mr. Lewis was broadcasting from Birmingham.

smart man, that Moses Cleaveland . . .

Even 159 years ago, he could tell a good thing when he saw it! Heading a party of 52 settlers coasting along the shores of Lake Erie, the good General arrived at the mouth of our Cuyahoga River one July day in 1796. That did it! Soldier-lawyer-pioneer Moses Cleaveland picked this site for his new town; his party, with no less enthusiasm, named it after him. (The extra "a" dropped out about 35 years later.)

As a man of consuming interests and progressive tendencies, old Gen'l. Cleaveland would volley the buttons off his weskit if he could revisit today the community he started. From 52 souls and a lot of wilderness, Greater Cleveland has grown to more than 2,000,000 customers and a panorama of diversified industry unsurpassed in the nation!

Here are over 3,000 manufacturing plants with a total output pegged at about *five billion dollars* annually . . . family income that today has reached the rank of No. 4 among all U. S. metropolitan areas . . . and retail sales topping two billion a year.

Spang in the middle of all this opulence is a device old Gen'l. Cleaveland never anticipated in those pre-science-fiction days—WXEL, the fastest growing television station of Greater Cleveland. With the same sure decision that led a smart pioneer to pick Cleveland's locale, we think he'd also have picked WXEL as a salesman-extraordinary to cover this incredibly rich area. You could do worse in judgment than Moses Cleaveland—particularly when you can have the help of the KATZ agency in planning for giant results in a gigantic market.

WXEL

Cleveland Channel 8

at deadline

New Buffalo Lineup Urged; Corpus Christi Proposal

WBUF-TV Buffalo petitioned FCC Friday to permit it to move from uhf ch. 17 to vhf ch. 8 to de-intermix vhf and uhf there and relieve WBUF-TV of its present monthly loss of $32,000. If continued, station says, losses will force it from air. WBUF-TV proposal would involve moving Buffalo ch. 7, now in hearing among three applicants, to ch. 5, with WHEN-TV Syracuse moved from ch. 8 to 7, WHAM-TV Rochester from ch. 5 to 6, WCNY-TV Carthage-Watertown, N. Y., from ch. 7 to 8. Other moves in cities with no grants but applications pending, proposed by WBUF-TV are: Escanaba, Mich., ch. 3 to 4; Cheboygan, Mich., ch. 4 to 3; Toronto, Ont., ch. 6 to 7; Owen Sound, Ont., ch. 8 to 4, and Ottawa, Ont., from no channel to ch. 7.

KVDO-TV Corpus Christi, Tex., ch. 22, asked substitution of uhf channels for vhf chs. 6 and 10 there, both in competitive hearing status with initial decision already pending for ch. 6. KVDO-TV held Corpus Christi is "classic example" of city where de-intermixture could work if FCC wished, in view of flat terrain and 100-mile distance to any other vhf assignment.

Michelson Will Expand Tv Film Distribution

CHARLES MICHELSON Inc., New York, radio transcription company, announced plans Friday for expansion in television film distribution with acquisition of syndication rights to 156 half-hours of *The Plainclothesman* and 52 half-hours of *Famous Jury Trials*. Both shows previously were seen live on DuMont Television Network, and kinescopes of programs have been used to make prints.

RCA Plans Heavy Drive For Pre-Christmas Sales

RCA this fall will use all media, space in magazines and newspapers backing up heavy broadcast media schedules, in company's largest pre-Christmas campaign for RCA radios, tv sets and phonographs, R. H. Coffin, RCA's director of advertising and sales promotion, has announced.

Maizlish Drops Uhf Petition

HARRY MAIZLISH, owner-operator, KFWB Hollywood, withdrew application for uhf ch. 34, Los Angeles. "Too few sets and not enough interest," he said.

Bluefield Tv Grant Impends

FINAL decision expected to be announced by FCC this week to grant tv ch. 6 to WHIS Bluefield, W. Va. Initial decision was issued fortnight ago after withdrawal of West Virginia Tv Inc. and WHIS petitioned for prompt final action [B•T, Oct. 25].

Tupelo Tv Application Filed

NEW tv bid filed with FCC Friday for ch. 9 at Tupelo, Miss., by Tupelo Citizens Tv Co., owned chiefly by Frank K. Spain and family (60%). Mr. Spain is engineering director WHEN-TV Syracuse. Joseph G. Petit, NBC tv development engineer, owns 35%.

PROMOTION PLAN

SIMPLIFIED method of reporting promotion support for network programs at local-station level has been worked out by NBC. Plan gives advertiser timely picture of on-air promotion and newspaper advertising supporting his program locally. Network sends each affiliate monthly check list for on-air announcements and newspaper advertising lines, and station enters figures. Forms are returned to NBC for tabulation with an IBM system making promotion picture available to advertisers and agencies almost immediately, NBC reports.

WTVU (TV) Scranton Asks For Lower Uhf Channel

WTVU (TV) Scranton, Pa., petitioned FCC last week to substitute ch. 38 for 73, station's present operating assignment, because of viewing handicaps caused by instability of uhf converters and receivers as well as tuning capacity of home antennas to pick up city's three uhf stations whose channels are widely separated.

WARM-TV operates on ch. 16 and WGBI-TV on ch. 22, FCC was told, with a wide tuning gap to ch. 73 WTVU. The antenna problem is less severe with less channel separation, it was noted, while the lower channel would have the effect of boosting WTVU's power four times at the receiver.

In order to substitute ch. 38 for 73 at Scranton, the petition explained, the following other channel changes would be required: Sunbury, add 32, delete 65; Lock Haven, add 48, delete 32; Lewiston, add 74, delete 38. The change would allow the addition of channels in these cities: Shamokin, 65; Carbondale, 68, and Kingston, 73.

FCC Friday Actions

TV ALLOCATION actions by FCC Friday:

Finalized rule-making of Sept. 15 and assigned ch. 10 to Goodland, Kan., effective Dec. 7. KWGB there plans to file for tv permit.

Invited comments by Nov. 22 to rule-making proposal by ch. 2 KBOI (TV) Meridian, Idaho, that ch. 2 be shifted from Caldwell to Boise and ch. 9 from Boise to Caldwell, with show cause order to KBOI to operate on ch. 2 at Boise.

Dismissed petition of ch. 30 WCOC-TV Meridian, Miss., for assignment of ch. 7 there on grounds request doesn't conform with tv rules.

Denied petition of KALE Richland, Wash., prospective tv applicant, and terminated rule-making proposed last Feb. 10 to assign ch. 3 there by shifting it from Lewiston, Idaho, and substituting chs. 32 and 42 at Lewiston.

Denied petition of ch. 27 WKOW-TV Madison, Wis., requesting educational reservation be switched from ch. 21 to ch. 3 in order to remove intermixture of commercial vhf and uhf channels there. Comr. Robert T. Bartley dissented.

UPCOMING

Nov. 1-4: Theatre Owners of America, Conrad Hilton Hotel, Chicago.

Nov. 4: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

Nov. 4: Selection committee, Tv Bureau of Advertising, New York.

For other Upcomings see page 109.

PEOPLE

GERALD VERNON, ABC-TV sales manager, Central Div., assuming duties of James L. Stirton, tv director of division, who resigned to join MCA.

C. J. VILLANTE, sports coordinator, BBDO, N. Y., named chairman of sports committee of Arthritis & Rheumatism Foundation telethon, scheduled Dec. 11-12 on WABC-TV New York and to be picked up by other New York tv stations.

FCC Equal-Time Actions

FREE political time complaints to FCC late last week, involving WJBK-TV Detroit and KOMU-TV Columbia, Mo., answered by Commission Friday in wires interpreting political broadcast policy. FCC told WJBK-TV it should give comparable free time to Republican Congressional candidate Gregory M. Pillon since Rep. John D. Dingell (D-Mich.), seeking re-election, was given "free" time on regular CIO program. In KOMU-TV case, Missouri State Republican Committee protested Sunday time offer by station to answer Friday night speech of Democratic Gov. Phil M. Donnelly, wanted Friday night reply time. FCC noted governorship not in dispute, hence Sec. 315 of Communications Act did not apply and require "equal time," but Commission thought "fair opportunity" to answer should be accorded under major public issue policy.

Charlotte Transfer Filed

BID for transfer of 60% interest in WWOK Charlotte, N. C., from group of Atlanta businessmen to broadcaster Robert W. Rounsaville filed with FCC Friday. Mr. Rounsaville, who with acquisition of WWOK control would have his FCC limit of seven radio properties, pays $3,000 for 10% share, loans firm $2,000 and receives 50% share for assuming managing direction of WWOK, now under construction. He also holds permits for three new uhf tv outlets.

Colorado Springs Sale

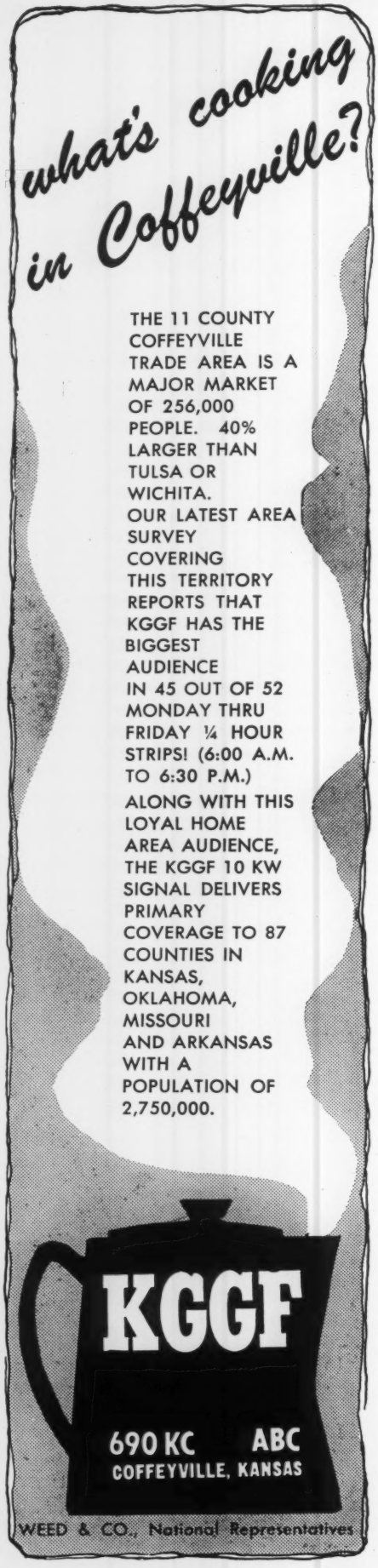
SALE of 50% interest in KRDO-AM-TV Colorado Springs, Colo., by Joseph H. Rohrer, former manager, to other principals reported in application filed with FCC Friday. William J. Gregory, Harry C. and Harry W. Hoth pay Mr. Rohrer $24,500 plus cancellation of $13,000 note due Mr. Gregory. Mr. Rohrer is manager of KIOA Des Moines.

Witness Refuses to Testify

WITNESS identified as Max Wall refused to testify Friday or give his name before FCC Examiner Herbert Sharfman in license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. (early story page 68). Earlier Broadcast Bureau witness, ex-Communist Ernest Courey, testified man named Max Wall accompanied him in 1938 and 1940 to Mr. Lamb's law office in Toledo to collect total of $7 for Communist Party causes [B•T, Oct. 4]. Hearing resumes Thursday.

Petersburg Petition Filed

LOSER in reversed final decision in Petersburg, Va., ch. 8 tv contest, WSSV there petitioned FCC Friday for rehearing, reconsideration and re-argument, contending "minority" of Commission (3-to-2 vote) was insufficient to overrule examiner's recommendation and Commission's own Broadcast Bureau. Final decision favored competitor Petersburg Television Corp. (affiliated with WLEE Richmond, WITH Baltimore) [B•T, Oct. 4].


what's cooking in Coffeyville?
THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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the way to a GIANT market is with GIANT steps . . .

. . . and so WJTV took two, operating on the theory that if a thing is worth doing at all it's worth doing more than once. The first one was an increase to 250,000 kw a couple of weeks ago, and the second one, a further increase to 500,000 kw, will be completed by January 1, 1955. With giant measures, you get giant results. In this case, the Central Mississippi market . . . including 76%* more viewers in metropolitan Jackson than any other station can claim.

WJTV
CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency

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WKNB-TV DOMINATES the HARTFORD Market

Hartford-New Britain Market 3rd richest in U.S.

You cannot dominate this big Hartford-New Britain Market unless you use WKNB-TV. Scores of proven success FACTS.

FIRST Television station in Hartford County.
FIRST in national and local program popularity.
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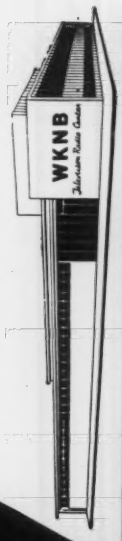

The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

Over 202,000 HOMES delivered CBS

Certified Sept. 1, 1954 figures

IN REVIEW

LIGHT'S DIAMOND JUBILEE

THE ELECTRICAL industry spent an estimated $1 million on time, talent and facilities to celebrate the Diamond Jubilee of Light. In a four-network, two-hour spectacle [Oct. 24, 9-11 p.m.] the producers raised serious doubts about the wisdom of trying to impress an audience by monopolizing all four networks at once and/or by spending $1 million in two hours.

Unfortunately the anniversary of the electric light turned into (1) a free plug for pleasant but elderly clips from Hollywood shelves; (2) an array of disjointed scenes whose waste of writers, actors and money perhaps surpassed any previous mish-mash in television history; (3) examples of bad taste in pitting amorous scenes against faith and hope, and (4) further proof that Hollywood's hackneyed press agentry and program formats are bad television.

Almost forgotten in the excitement of spending the million dollars were the 75th anniversary of light and the ability of television to dramatize this great scientific story.

Tipoff came in the slow pace of the opening four-and-a-half minutes, marked by dreary sequences of credits and a modest wish that the audience "find something entertaining in this program." Finally action appeared—an "In the beginning . . ." narration by Joseph Cotten, who skimmed over the electrical age into Americana via the famed Tom Sawyer fence-painting clip from an old movie.

This was the first of a series of mysteriously assembled episodes. Judith Anderson suddenly appeared in a Statue of Liberty scene. Four Air Force crewmen of differing heritage but common impulses eagerly ogled a provocative girl seductively reclining in the driver's seat of a Jaguar sport car. Her widowhood was accounted for by arrival of an infant son, which brought on a clutching kiss that startled a willing flyer.

This highly sexed bit somehow inspired a funny Robert Benchley film short of a past decade. A Hollywoodesque roundup of higher education provided a setting for three Eddie Fisher songs and the baffling introduction of his fiancee.

Having disposed for the moment of courtship, the Jubilee depicted marriage via what appeared to be a modified version of an Irwin Shaw story of a married couple suffering through a Sunday outing in New York. Science had a brief turn in a demonstration of push-button magic and a hilarious comedy bit by George Gobel.

An example of talent waste appeared in the Uncle Hardtack story, with Helen Hayes forced to spend endless minutes looking around a pillar while a nightclub vocalist performed in the mating-call manner.

Americana and science received another montage treatment highlighted by the final recognition of Thomas Edison, inventor of the electric light, whose voice appeared through another of his inventions—talking movies.

From covered wagon and plow scenes the Jubilee moved to Grandpa and a bored son-in-law who has tired of the rip-snorting stories of the early West, a rewrite of a John Steinbeck short story. After atom bomb and modern laboratory scenes, along with Valley Forge and Lincoln episodes, President Eisenhower gave an effective fireside talk, by film, on faith, freedom and Hallowe'en. At this point Jubilee was beginning to make sense, only to be marred by another incredible production blunder in the excellent singing of "Bless This House"—Dorothy Warenskjold sang without benefit of camera.

Television suffered a severe setback in two hours but fortunately last night (Sunday) these displaced programs were back in their regular spots: NBC-*Goodyear-Philco Playhouse, Loretta Young, The Hunter;* DuMont—*Life Begins at 80, Rock King;* CBS—*GE Theatre, Celeste Holm, Father Knows Best, What's My Line;* ABC, *Walter Winchell, Martha Wright, Break the Bank, Dr. I.Q.*

If Hollywood were to attempt tv sabotage, the Jubilee spectacle would do a good job. If Hollywood were to use tv to promote Hollywood, Jubilee would help a little despite its pointless array of stars and Americana.

Some day a silver, gold or diamond anniversary will be celebrated on television modestly and with powerful impact, in the ways television knows best. Some day those who spend money telecasting such events will learn how to get their money's worth without phony secrecy, antiquated production gimmicks and dissipation of outstanding artistry—and without angering viewers who might prefer to tune elsewhere.

Production Cost—Approximately $425,000.
Sponsors—More than 300 electrical companies, through N. W. Ayer & Son.
Producer—David O. Selznick; assistant to the producer, Arthur Fellows; production assistant, Shirley Harden; production coordinator, Riley Jackson; associate producer, William Phillipson; supervising film editor, Gerard Wilson.
Script—Ben Hecht, writer-editor; individual scenes by Robert Benchley, Arthur Gordon, Irwin Shaw, John Steinbeck, Max Schulman, Mark Twain, Gilbert Chesterton.
Music—Victor Young, composer-conductor.
Designer—Furth Ullman.
Cast—Judith Anderson, Lauren Bacall, Walter Brennan, George Cayley, Joseph Cotten, Dorothy Dandridge, Brandon de Wilde, Rex Evans, Eddie Fisher, George Gobel, Helen Hayes, Tommy Kelly, Guy Madison, Thomas Mitchell, Harry Morgan, David Niven, Kim Novack, Erin O'Brien-Moore, Alan Ried, May Robson, Dorothy Warenskjold, Will Wright.
Telecast on 425 tv stations via a 4-network hookup, Sun., Oct. 24, 9-11 p.m. EST.

HALLS OF IVY

AFTER much dawdling in its premiere showing Oct. 19, the second episode of the new *Halls of Ivy* tv series, presented last Tuesday night, was a welcome refresher for the viewers. The second film on CBS-TV presented a half-hour of whimsy and folksy humor in the academic manner that has made the series' radio counterpart so palatable.

For some reason, the first *Halls of Ivy* program on tv tried to "establish" the characters—Ronald Colman in the role of Dr. William Todhunter Hall, president of Ivy U.; Benita Hume as Mrs. Hall, and the sundry characters who are professors, maids etc., in this ivy-clad comedy series. This attempt came near to being crushed under its own cumbersome weight and it gave Mr. Colman, a great performer, an unfair burden.

Last Tuesday, the viewers' reaction should have been thrown from reverse into high gear. The whole program came to life. The rapid action, replete with interesting coinage of phrase and pun which made the radio *Ivy* good entertainment, was duplicated on tv.

The first episode dealt with the strain on a university president who awaits word from the board of governors on his re-election to the top post at Ivy U. That's been done so many times that the edge has worn off.

The second chapters of this tv series clears away all this clutter. With our president firmly

it takes all 3 *to plan your system*

The correct equipment means "Everything" in a TV station operation. Together, the three books shown here constitute a buying guide covering the minutest of details in this field. They are RCA's answer to the question of what is best and newest in antennas, transmission line, transmitters and accessories. The three books fully describe the thousand-and-one items that make up a UHF or VHF television station.

In 300 pages filled with charts, tables and descriptions, these books present a complete and authoritative explanation of station requirements in the language of the station operator.

Ask your RCA Broadcast Representative for your copies or write Dept. J-22, RCA Engineering Products Division, Camden, N. J., on your letterhead. In Canada, address RCA Victor Company Ltd., Montreal.

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ENGINEERING PRODUCTS DIVISION
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use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

entrenched in his position, we find him plunged into a delicate situation. A professor at Ivy U. has written a passionate love story with its setting in historical lore. This book, appropriately titled "The Heart of Passion," is a best-seller, but the chairman of the board of governors is in an uproar after his wife, who has carefully culled its contents, decides no

Delight after Dawdling

decent individual ought to read "Passion" and asks for the professor's head.

The story is delightful. The actor Arthur Q. Bryan who plays the role of Prof. Warren, the author, is a captivating character. Luckily, the second episode of the *Halls* series managed to climb out of the poison oak and take its place with other top quality tv entertainment.

Production cost: About $45,000.
Sponsors: International Harvester Co. through Leo Burnett Co., Young & Rubicam and Aubrey, Finlay, Marley & Hodgson, and National Biscuit Co. through McCann-Erickson (alternate weeks).
Network: CBS-TV, Tues., 8:30-9 p.m.
Producer: Television Programs of America. Leon Fromkess, executive producer; William Frye, producer; Norman Z. McLeod, William Cameron Menzies, directors.
Creator: Don Quinn.
Writers: Dorothy Merlin and Don Quinn.
Stars: Ronald Colman and Benita Hume.

DISNEYLAND

WALT DISNEY is an individual who never has been dismayed by the vast scope and breadth of his motion picture projects. In his latest undertaking, the *Disneyland* tv series, which was launched last Wednesday on ABC-TV, Mr. Disney brings with him the same spirit of soaring ambition and adventure, promising to enthrall viewers with material that, in some instances, transcends even life itself.

The opening show began with a few quick looks at the Disney studios, then shifted to Mr. Disney's office, where the audience was given a personally conducted tour of the real Disneyland, now under construction, from which next year's *Disneyland* telecasts will originate. The four sections of this place of "knowledge and happiness," as Mr. Disney described it, also comprise the four realms of entertainment to be covered by the tv series, which were previewed on the initial program.

Frontierland was introduced by a scene from "Davey Crockett" with Fess Parker portraying that stalwart Kentucky pioneer. Short looks at a reindeer roundup in Lapland, a Portuguese bullfight, penguins in the Falkland Islands and other strange creatures from faraway places provided enticing samples of the full-scale treatment of Adventureland promised for subsequent programs. A glimpse of a rocket flight to the moon was exciting enough to guarantee a large audience for the Tomorrowland program on that fascinating subject. More familiar fare was presented in the Fantasyland preview, the Disney version of an Uncle Remus story.

Having shown his viewers what to expect in the weeks ahead, Mr. Disney devoted the second half of the premiere *Disneyland* program to a review of the career of the most famous Disney character, Mickey Mouse, beginning with "Plane Crazy," Mickey's first appearance in 1927 and continuing through other adventures, shared with Pluto, Dopey and Donald Duck, to the high point of his dramatic career as "The Sorcerer's Apprentice."

The program's star-spangled opening and closing devices were symbolic of a star-studded series ahead, if the short takes we saw last Wednesday are true samples of what lies ahead. Walt Disney for the past 25 years has entertained us royally at the movies. This year he seems destined to do at least as well by us in our own homes, via television.

Production Cost—$100,000.
Sponsors—American Motors Corp. for half an hour each week through Geyer Adv., and Derby Foods through McCann-Erickson and American Dairy Assn. through Campbell-Mithun Inc. for half an hour on alternate weeks.
Network—ABC-TV, Wed., 7:30-8:30 P.M. EST
Executive producer—Walt Disney.
Additional credits for premiere show—
Producer-writer, Bill Walsh; directors, Robert Florey and Wilfred Jackson; musical score, George Bruns; photography, Charles Boyle; production coordinator, Hal Adelquist.

ALL ABOUT BABY

MOTHERS of new babies, particularly first babies, would unanimously vote DuMont's new Friday afternoon program, *All About Baby*, the best show on tv today, according to the mother of a three-year-old who watched the series' opening program, Oct. 15, with this reviewer.

"I'd have given anything to have a program like this when Mark was an infant," she said, as we watched Ruth Crowley, registered nurse and child expert, explain what every new mother should know about her baby, using five-week-old John Schwartz as a model, while his mother beamed proudly in the background.

Nurse Crowley explained away the natural but groundless fears every parent has over the newborn child's lack of coordination, spindly arms and bowed legs, crossed eyes and other unattractive characteristics exhibited by most bundles from Heaven during their first days on earth. She handled the commercials for Swift's meats for babies with equal skill. Her calm, professional explanation of the place of meat in the baby's diet leaving an impression of honesty and knowledge that packed much more sales punch than the over-impassioned plea to buy which too frequently marks—and mars—the sales pitch of the professional announcer.

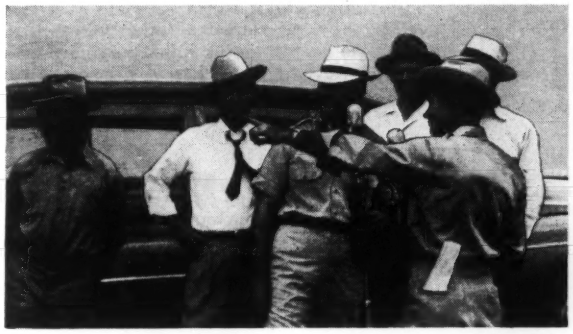
All About Baby
DuMont Tv Network, Fri., 2-2:15 p.m. EST
Production Cost, $1,824
Sponsored by Swift & Co., through McCann-Erickson Inc.
Produced by Bernard Miller for Jules Power Productions and directed by Dick Locke.

One of a series: WFAA's established leadership in the Southwest

EX-OKIE HOLDS REIN ON BIG TEXAS' BIGGEST INDUSTRY...

WFAA'S Murray Cox makes hay with Texas' farm-ranch market!

Broadcaster, editor, traveler, promoter Murray Cox has Texas' big, fertile farm-ranch market under thumb. To farmers, Murray is one of them: son of an Oklahoma cotton farmer and former county agent, Murray's feet fit a furrow. Backed by the singularly broad (even for Texas) coverage of radio station WFAA, Murray's first-hand knowledge of farm problems and first-name acquaintance with farm-folks made his broadcasts unusually successful at selling the 35% of Texans who get their living from the land.



Murray goes among 'em for fresh program material. He carries a tape recorder for interviews, often makes remote broadcasts from the field.

On the road as often as on the air, Cox covers about 1000 miles a week. Here he inspects irrigated cotton near Lubbock. A tireless worker for soil conservation and pasture improvement, Murray is recognized "one of the best friends of farmers in Texas."

Wife Polly, farm agent's daughter and home economist, rounds out Murray's breakfast-time program. Her homemaking hints make Murray's visits on the air farm family-affairs. *(Ask Petry & Co. for their revealing presentation on WFAA's coverage of Texas' rural and farm areas and Murray Cox's success selling them.)*

This salesman is a farmer's daughter. New addition to Murray's WFAA farm department Jean Tyra, the "Gal from the Country," mixes farm family and community activities with music.

820 • WFAA • 570
50,000 WATTS DALLAS 5,000 WATTS
NBC • ABC • TQN
ALEX KEESE, Station Manager • GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY AND COMPANY, NATIONAL REPRESENTATIVE
RADIO SERVICES OF THE DALLAS MORNING NEWS

(With apologies to Willie Mays)

say hey! sell in the day over WMCT, Memphis

Sell in the day on WMCT on shows that have established local personalities, in participating programs combining live personal selling with established film and local entertainment vehicles.

Participating spots on

CAPTAIN VIDEO

available at only $1.32 cost per thousand families*

★ Based on August, 1954, Pulse

CAPTAIN VIDEO is heard Monday through Friday over WMCT 5-5:15 P.M. with Trent Wood. Card rate applies—no premium charge for live announcements.

What makes the DAY so BRIGHT over WMCT?

- Preferred low band Channel 5
- Maximum power (100,000 watts transmitting from our 1088 foot tower)
- Audience established since 1948
- The first station in the heart of the Mid-South agricultural and industrial empire serving the largest area with the clearest picture in the Mid-South from Memphis

day time's the smart buy over . . .

WMCT Memphis' first TV station

WMC - WMCF - WMCT

Memphis Channel 5

NOW 100,000 WATTS

Affiliated with NBC • Also affiliated with ABC and DUMONT

NATIONAL REPRESENTATIVES THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

OPEN MIKE

Veritable Handbook

EDITOR:

This is a belated but nevertheless sincere "thank you" for the ON ALL ACCOUNTS sketch of Sept. 13. The mail pull was amazing, with letters from many old friends I feared were lost. . . .

In addition to depending on B•T for an unbiased report on what's happening, I find myself using it as a veritable handbook of source material for the frequent reports and recommendations required from my department. . . .

Faythe Vent
Radio-Tv Director
Rhoades & Davis
Los Angeles, Calif.

Community Service

EDITOR:

The work of radio-television stations in the metropolitan Philadelphia area in serving the community was never better demonstrated than in the aftermath of Hurricane Hazel.

The damage caused by the hurrican resulted in a serious disruption of our bloodmobile schedule. One of our large firms had practically its entire force doing storm work and had to cancel two large visits because it was humanly impossible for its employes to participate.

But we needed 600 pints of blood for patients in local civilian and military hospitals—and turned to radio-television and the press for help. Within minutes after being alerted to the need, the stations made arrangements to help. They gave wide coverage to special copy prepared for the appeal. As always, the public responds when made aware of an emergency—and we were able to collect the necessary amount of blood.

May we use the medium of your news columns to give an editorial pat on the back to the stations management and personnel for their prompt and efficient cooperation. It was wonderful and everybody appreciates it—especially those folks whose lives were saved because the blood was available.

Alan Crawford, Chmn.,
Blood Program
American Red Cross, Southeastern Pennsylvania Chapter, Philadelphia

New South Success

EDITOR:

Can we get 2,500 reprints of article, "In the New South, a New Sales Story," on pages 104-106, Oct. 18 issue of B•T? What would price be? If impossible, do we have your permission to reprint?

John P. Dillon
Promotion Supervisor
WBT Charlotte, N. C.

EDITOR:

We would appreciate receiving about 45 or 50 reprints of the article "In the New South, a New Sales Story." . . .

Frank Gaither
Station Manager
WSB Atlanta, Ga.

EDITOR:

. . . The article is terrific! That is really a fine piece of reporting and a wonderful manner of presentation. Please send 1,000 reprints . . .

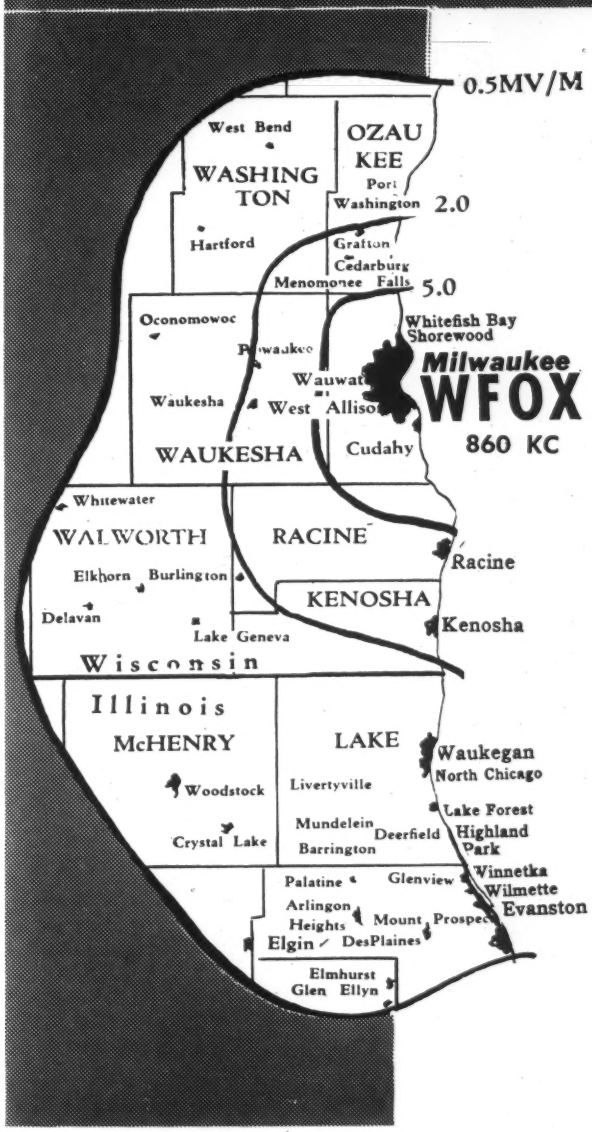
Roger A. Shaffer
Manager
WSPA Spartanburg, S. C.

new ownership

WFOX

Milwaukee

860 KC



Center your Milwaukee advertising in the center of the Dial . . . 860. WFOX offers *Regional* coverage at *Local Rates.*

Your dollar goes farther—covers more radio homes in one of America's biggest, wealthiest markets. A little investment for a large return makes advertisers return and return to WFOX.

NEW REPRESENTATIVE:
ADAM J. YOUNG, JR., INC.

WFOX MILWAUKEE WISCONSIN

DIAL 860

Joseph A. Clark, President
Business Management, Inc.

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118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- **WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!**
- **25% of Virginia's total retail sales are made in the WDBJ area!**

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

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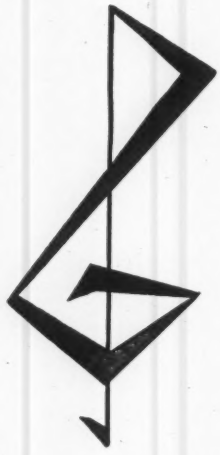

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WINA Charlottesville, Va.

EDITOR:
. . . would like to have 50 copies . . .
Frank E. Wimberly, Gen. Mgr.
KWHW Altus, Okla.

EDITOR:
. . . a dozen copies . . .
Bill Harrell
KVOP Plainview, Tex.

EDITOR:
. . . six copies . . .
Frank Harmon, Asst. Mgr.
WBAW Barnwell, S. C.

EDITOR:
. . . ten copies . . .
Walter H. Stamper Jr.
Local Sales Mgr.
WAPO Chattanooga, Tenn.

EDITOR:
. . . ten copies . . .
Johnny Williams, Cmml. Mgr.
WRHT Griffin, Ga.

[EDITOR'S NOTE: Reprints of "In the New South, a New Sales Story" are available at $2 for 50 copies; $3.75 for 100 and additional hundreds at $3.50 each; 500 for $17 and 1,000 for $33. Prices include shipment by parcel post.]

Geography Lesson

EDITOR:

Dick Doty [B•T, Oct. 18] is undoubtedly a good disc jockey and I am sure WHAM is a powerful station with all kinds of coverage. But somebody needs to take a good look at a map of Canada!

Mr. Doty says, "WHAM—late at night covers some forty states, all of Canada etc." Canada is substantially larger geographically than the entire mainland United States and Alaska put together. No 50,000 watt station could come close to covering the single province of Ontario, just one of our ten provinces. Canada even has two more time zones than the United States—our Atlantic time area extending eastward of our own and your own eastern time zone, with the Newfoundland time zone out east of that again. . .

We are prepared to admit that WHAM is a powerful station, but this particular claim does seem just a shade far-fetched!

T. J. Allard, Exec. Vice President,
The Canadian Assn. of Broadcasters
Ottawa, Canada

Tribute

EDITOR:

Your feature story "An Agency Plans New Tv Campaign" in the Sept. 27 issue of BROADCASTING • TELECASTING was very well written and certainly paid a fine tribute to our agency and personnel.

I would greatly appreciate several copies of this issue so that I might have them for my scrapbook.

Clark M. Agnew
Tv Art Director
Lennen & Newell Inc.
New York, N. Y.

Another pace-setting musical sales-builder from GUILD...

the FLORIAN ZABACH show

Set your sales to music, and watch them climb to melodic heights with GUILD's newest musical winner. Produced with the same "personality-magic" that has made GUILD leader in production of TV films with sales impact for sponsors.

★ 39 sparkling half-hour shows available for immediate delivery!
★ Quality production . . . beautiful settings . . . inspired musical arrangements!
★ Featuring the surprise hit of the year . . . vivacious Mary Ellen Terry as Florian's tiny dancing pixie!
★ Directed by Duke Goldstone, director of Guild's Frankie Laine and Liberace shows.

LONG ISLAND DAILY PRESS, MONDAY, OCTOBER 4, 1954

The big show on TV last night was the debut of the "Florian Zabach Show" on WPIX from 10:30 to 11 p.m.

THIS SHOW was the big one last night not because its premiere was particularly auspicious, but because this will be one of the most talked-about shows on TV in a very few months.

I don't think there's much doubt about it. Zabach is a real charmer, possessed of the properties that go to make up a matinee idol.

Filming, production and staging on the series are tops.

* * *

Now 57 Markets Already Gone... Now Sales Coming In Daily— Tie-Up Your Market Before It's Too Late!

the LIBERACE show TV AND RADIO	the FRANKIE LAINE show with CONNIE HAINES	the JOE PALOOKA story with JOE KIRKWOOD	LIFE WITH ELIZABETH starring BETTY WHITE

PRODUCED AND DISTRIBUTED BY Guild Films COMPANY INC.

420 MADISON AVE. NEW YORK 17, N.Y.

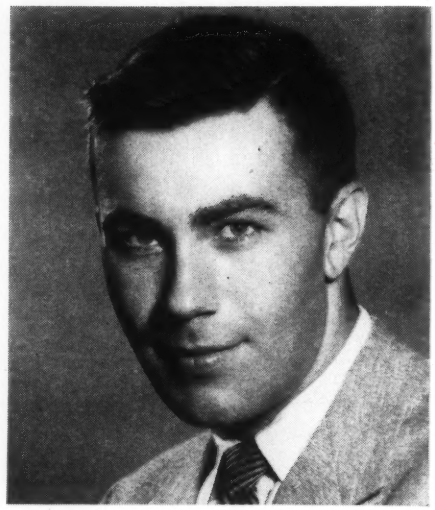
big frog
big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all – then watch your sales curve climb.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.



WILLIAM MURPHY

on all accounts

AT 26, William Murphy, timebuyer at Benton & Bowles, New York, has seen service with the Navy and four advertising agencies.

"I'd say that Bill is the 'oldest' 26-year-old I've seen in the business," one of his colleagues volunteered. "He got his maturity in a pressure cooker."

Mr. Murphy began cooking in advertising in 1948 when he joined the Buchanan Agency, New York, as production assistant on *Teentimers Club* on Mutual. He served in production for a year, then turned to the media department as an assistant timebuyer under Bill Smith, then timebuyer at Buchanan on such accounts as Reynolds Metals, Texaco, DuMont Tv, Welch Grape Juice, Paramount Pictures and Eskimo Pies.

In March of 1950, Mr. Murphy moved to Erwin, Wasey, New York, as a full-fledged timebuyer himself. There he handled all of the agency's accounts in radio and television.

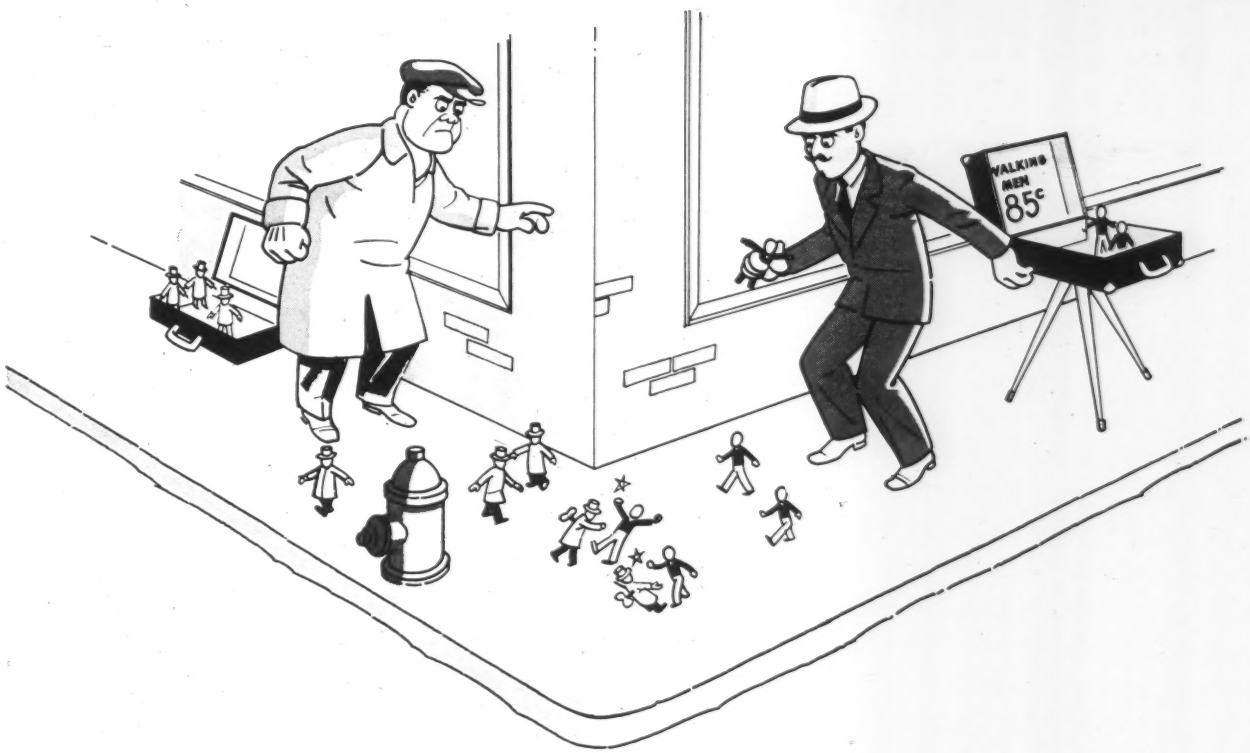
In August 1952 he joined Harry B. Cohen, New York, for a year, transferring in September 1953 to Benton & Bowles in his present position as timebuyer on the General Foods account, Post Cereals Division. Among programs that he has cleared time for are the Roy Rogers show on NBC-TV, *Mama* on CBS-TV and *Portia Faces Life* on CBS-TV, as well as *Galen Drake* on CBS Radio.

Born March 3, 1928, in Teaneck, N. J., he first attended a military school, then Xavier High, after which, at the age of 17 in 1945, he enlisted in the Navy. Upon his return from service he enrolled at Nichols College, Dudley, Mass., where he majored in marketing and advertising. He received his degree in 1948, joining Buchanan immediately thereafter.

Mr. Murphy has the timebuyer's normal concern about the current ratings scramble but is optimistic about what he regards as the fine start being made by the Advertising Research Foundation. He feels that, through this industry-sponsored organization, rating services and research in general can be placed on their proper scientific level and important new fields of advertising knowledge can be explored.

Mr. Murphy married Rita Guthie in April 1952. They have two children, Richard, 15 months, and Mary Beth, one month. The Murphys currently are designing and building their own home in Pound Ridge, N. Y.

Mr. Murphy's hobbies are skiing, tennis and golf.



It's No Draw...in Omaha

YOU can "corner" the television market in the Omaha area at one low cost . . . with one TV station . . . Television Center KMTV.

Omaha area viewers reported in the latest Pulse * that they preferred KMTV's programming in 8 of the 9 time classifications! During the daytime, when Omaha housewives make up their minds about what products to buy, *KMTV has a 63 per cent larger audience than Omaha's second station.*

And when Dad and the kids get home, the dial still stays tuned to KMTV-Channel 3. Omaha families said KMTV has 11 of the top 15 weekly shows and 7 of the top 10 multi-weekly shows. And KMTV's weeknight weather-news summary was named the area's most popular multi-weekly and locally produced show!

These KMTV viewers are actually a *bonus market* for advertisers. Rand McNally's business survey reports that this year Omaha has been among the nation's top 10 cities for business activity more often than any city except New York. Employment is at an all-time high, and measurable family income is $841 above the national average.

You can reach all of this prosperous market by using *only* KMTV . . . because of the flat Nebraska-Iowa terrain and KMTV's maximum power and low channel 3.

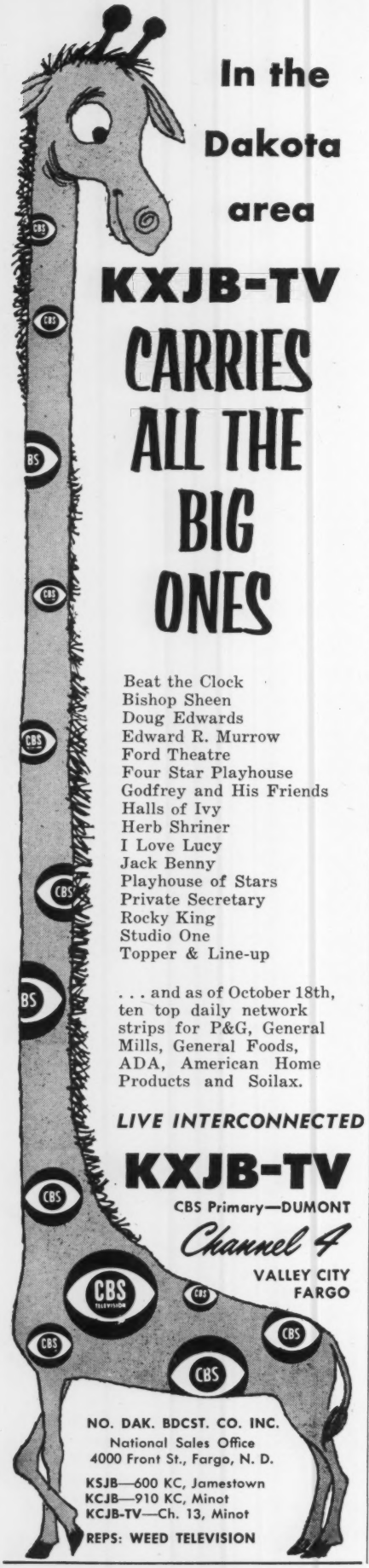
So sell the big Missouri Valley—nearly a 1½ million people with 257,000 TV sets and almost 2 billion dollars to spend—at one low cost with KMTV. Contact your Petry man or KMTV today!

* Pulse—Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.



our respects

to GRADY ELGIN COLE

DOWN in the Carolinas they'll tell you that no one will ever know what it was the governor of one state was saying to the other—because that must have been Grady Cole talking to himself.

Although WBT Charlotte's farm editor has never been head of either state officially, it has been said that he could be if he wanted to. One strong deterrent to such a move by Mr. Cole, described by his employers as the Southeast's highest paid radio announcer, is that "I pay more income tax each year than either of them makes."

Last week the WBT management, which can recognize a good thing after seeing it 25 years, climbed on the Cole bandwagon with some tributes of its own after watching honors being extended on every hand to the station's "Mr. Dixie" for a quarter-century.

WBT's "Grady Cole Anniversary Week" ended last Friday night with an hour-long program on the 50 kw CBS affiliate honoring the popular farm editor. Taped anniversary greetings came from CBS President Frank Stanton, Edward R. Murrow, Perry Como, Garry Moore, the governors of North and South Carolina and other national figures. Also paying respects on the program were a farmer, a mill worker, a store clerk, a preacher and other "plain folks"—people the rough-hewn Mr. Cole likes best and to whom he has devoted his career.

The recipient of these honors was born in 1906 in North Carolina's rural Montgomery County, where agriculture was the chief occupation, but where, as Mr. Cole was quoted in a *Collier's* article about him, "the land was so poor the only thing you could raise was a family."

The Cole family accordingly moved to Charlotte where young Grady was sent to Major Baird's Preparatory School. He remembers himself as a highly unregimented pupil and recalls two occasions when the rawboned major disciplined him with a right cross to the jaw.

At 18 he struck out for himself to New York in search of his fortune, but soon found he would never get rich working as a clerk in a coupon redemption center. He returned to Charlotte and began writing for the Associated Press, but wanderlust took hold again after several months and he took a traveling job as advance press agent for a patent medicine firm. His desire to travel subsided after a tour of the nation and he returned to Charlotte a second time from "seeing the world."

Mr. Cole contented himself with being a reporter for the *Charlotte News* until 1929 when he embarked on the "greatest adventure of my life"—one which later brought his name before countless southern homes and influenced the radio listening habits of generations of Carolinians.

In 1929, the *News* and WBT had an agreement providing free plugs for the *News* on WBT in return for sponsorship of a five-minute newscast, with the newspaper supplying the newscaster. The 23-year-old Mr. Cole was given the assignment and his deep-throated, stammering delivery had an instant and captivating effect on the listeners.

He became a staff announcer in 1930, and was fired when the station changed ownership in 1933. In the three days that ensued WBT was flooded with mail demanding that Mr. Cole be returned to the air, the town of High Point, N. C., sending in a petition bearing nearly 10,000 signatures. On the fourth day *Grady Cole and the News* returned to WBT.

Mr. Cole continued his news programs and branched out with other WBT programs, all successful. It has been said his secret is that he knows the likes and dislikes of his audience, their prejudices and their strong points. And he has never gone "high-falutin' " on them. He is one of the South's most sought-after speakers at county fairs, cattle sales and other gatherings of farm folks, and even in urban Charlotte his popularity has never wavered. He explains his success on his early morning program this way: "I am the only one on radio who sounds worse than the listeners feel."

His friendliness and sincerity help make him one of the nation's top radio salesmen. Of the sponsors of his 5:30-9 a.m. *Grady Cole Time,* Comet Rice dates back to 1932 and B. C. Headache Powders even longer. McCoy's gas and Tennessee Coal & Iron Co. have been with him 17 years and Baxter Clothes for eight years.

Mr. Cole has been honored many times for his public service accomplishments, including a presidential plaque for his work in raising funds for a Kentucky flood disaster. One instance of his hold on listeners: some 350 babies in the WBT area have been named for him.

The WBT farm editor is one of the highest paid announcers in the business—but he works for it. He's up daily at 4 a.m., broadcasts until 9 a.m., reads mail and talks to visitors until nearly lunchtime, then is off to address a civic club or farm gathering in a nearby town. He returns to WBT studios in the late afternoon for recording sessions, then is off to emcee a banquet, attend a county fair or judge an amateur show. Then the long drive back to Charlotte and to bed by midnight. He repeats this formula seven days a week, 51 weeks a year, taking off one day, Easter Sunday, in the 52nd week.

WSM ADVERTISERS KNOW A GOOD THING WHEN THEY SEE IT!

Frequent and sudden shifts of media and methods of selling are commonplace in the advertising business. An advertising campaign must produce results or be supplanted by a different approach. Thus, we point to the fact that advertisers such as these have continued their same WSM live talent programs year after successful year. This is notable recognition of proven selling power, pointing the way to increased sales for *your product* in the rich Central South Market.

MARTHA WHITE MILLS, INC.
10 Consecutive Years

R. J. REYNOLDS
15 Consecutive Years

TENNESSEE COAL & IRON
10 Consecutive Years

CARTERS CHICKS
18 Consecutive Years

WARREN PAINT
10 Consecutive Years

RC COLA NEHI CORPORATION
13 Consecutive Years

JEFFERSON ISLAND SALT
6 Consecutive Years

AMERICAN TEA & COFFEE CO.
10 Consecutive Years

O'BRYAN BROS. DUCKHEAD WORK CLOTHES
5 Consecutive Years

FLEMING'S WALLRITE
11 Consecutive Years

COLUMBIANA SEED COMPANY
6 Consecutive Years

DR. LEGEAR
13 Consecutive Years

STUDEBAKER
15 Consecutive Years

WSM

Nashville

Clear Channel

50,000 Watts

Respect for trifles makes WBNS-TV central Ohio's leading station.

WBNS-TV *Props*

Each prop, from buttons to backdrops is minutely checked and rechecked before air-time.

WBNS-TV *Commercials*

Studio facilities include slides, artwork, film production and editing, creative sets and continuity . . . and each trifle of a commercial adds to its perfect production.

WBNS-TV *Merchandising*

Individually styled to suit each clients needs.

WBNS-TV *Market*

Low cost coverage of 423,000 homes in rich, responsive central Ohio area.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

IN PUBLIC INTEREST

Harvest Moon Festival

PERSONNEL of WMAQ-WNBQ (TV) Chicago have been selected to take part in the annual Harvest Moon Festival sponsored by the *Chicago Sun-Times* in that city, with proceeds going to the newspaper's fund for hospitalized veterans. On-the-air auditions and judges will be provided by the stations to boost the project.

Tv for Sick Kids

WCIA (TV) Champaign, Ill., and tv set manufacturers have teamed up to bring hospitalized children a little diversion and happiness. The station is conducting a campaign to raise money for the purchase of 17-inch television receivers to be installed in children's hospital wards before Christmas. Manufacturers are cooperating by selling the sets at cost.

WTRI (TV) Aids Community Chest

A NOVEL TWIST was given to the Community Chest Drive by WTRI (TV) Albany, N. Y., when it filmed sequences of 12 Red Feather agencies in action in their home communities. The films were then worked into the current drive for funds as public service spots.

Diversified Charities

"CRUSADE FOR CHILDREN," a marathon radio and tv show to benefit mentally and physically handicapped children, is scheduled this month by WHAS-AM-TV Louisville, Ky. Funds are not being collected for a specific agency, but any of the recognized charities will be eligible to receive money to be apportioned by a panel of Louisville religious leaders.

Athletic Contribution

WAER (FM) Syracuse, N. Y., helped the Red Cross in a blood drive at Syracuse U. by airing station breaks recorded by university football players. The athletes spoke for increased donations to the drive.

War Waged on Palsy

WFIL-TV Philadelphia has scheduled a 16-hour telethon for the benefit of United Cerebral Palsy. Both locally and nationally known entertainment figures will appear on the show. Proceeds will provide equipment, therapy, and treatment for cerebral palsy victims.

'Porcelain Coffins'

KYW Philadelphia is pushing an attack on the "porcelain coffin"—abandoned iceboxes which have become tombs for children who locked themselves in while playing and could not get out. The campaign is being pushed with special programs, talks on established local shows, station breaks, and the proffering to the public of a safety booklet telling how to render unused iceboxes harmless. KYW hopes that its drive will culminate in the passage of a bill by the state legislature to make it illegal for iceboxes to be discarded without first removing hinges and locks.

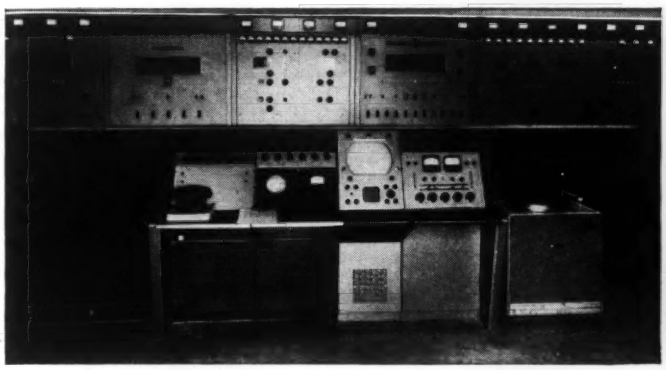
KMOD Promotes Safety

KMOD Modesto, Calif., is promoting a traffic safety campaign with a special series from 6:30-7:30 p.m. Monday through Friday and 10-10:30 a.m. Saturday, called the KMOD School Traffic Safety Program. Wrist watches are given to winners of a traffic safety slogan contest. Slogan winners are interviewed on the air and motorists cited by the police department for their safe driving practices are interviewed by tape-recording.

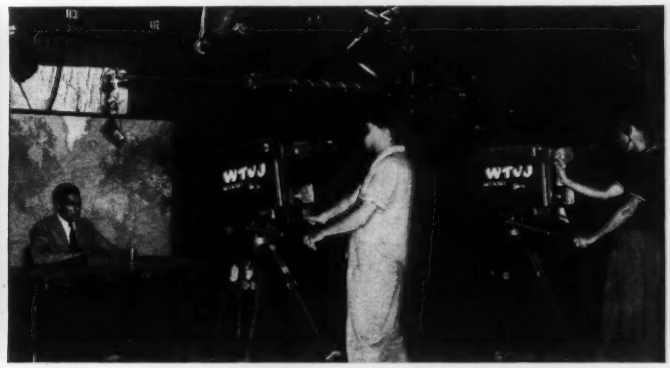
TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FLORIDA'S PIONEER TV STATION—WTVJ—HITS NEW HIGH IN POWER!



Main room of the WTVJ transmitter building showing visual and aural exciters, and amplifiers and control console.



Del Frank reports the "Noon News" in WTVJ Studio "A". Dick Renick is on G-E Camera No. 2; Carl Sell on G-E Camera No. 1; and Dimitry Alexander on the mike boom.

With a new 35 KW G-E transmitter and a new antenna, WTVJ of Miami claims 100,000-watt power. This new high in power is 606% of the former 16,500 watts. Station executives are especially pleased because they now have the power that beckons additional advertising revenue in black and white TV. And this *same transmitter* also serves them for *color*.

According to station executives—with increased power WTVJ beams clear signals as far as Vero Beach, 150 miles north of Miami...also to Fort Myers, 154 miles west, and all the way south to Key West. Thousands of letters from TV viewers testify to the fine reception achieved since the station increased its power with the G-E 35 KW transmitter.

Now WTVJ's fine morning and evening programs reach 400,000 additional viewers. Other television fans who picked up a fringe signal now enjoy clear pictures on their receivers...just as if they were right in the heart of Miami itself!

General Electric Transmitter Housed In New Building

The 35 KW transmitter is housed in an all-air-conditioned transmitter building 20 feet from the base of the new 1,000 foot tower. G-E field men teamed up with station engineers in planning the equipment layout to save steps and keep costs at a minimum. The transmitter delivers a 100 KW effective radiated picture signal, and a 70 KW effective radiated sound signal.

The new building also contains an auxiliary power plant for emergency use. This auxiliary can supply sufficient electricity to light a modern community of 500 homes. Engineers who tend the transmitter and tower use the building for living quarters. The new equipment is manned twenty-four hours a day.

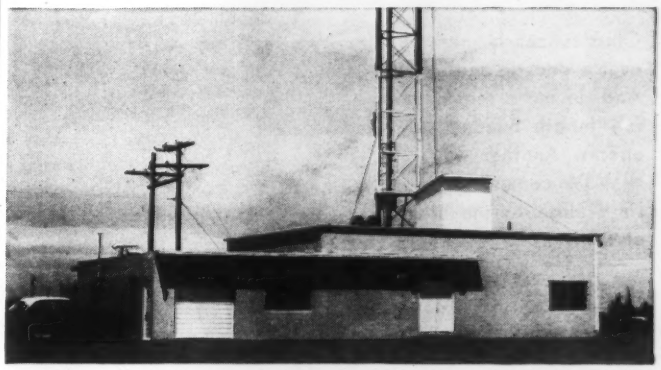
Dependable Performance of G-E Equipment Since Station Started

Here's an interesting statement from Mr. Lee Ruwitch of the station—"WTVJ was Florida's first station to venture into TV. In over five years the G-E transmitter, antenna, and studio equipment have exceeded every promise of performance made for them. Station executives didn't hesitate to call upon General Electric to supply the new equipment. They know that the G-E trademark on a transmitter is a sure sign of superb quality—the industry's finest!"

Equipment Will Operate Even During Hurricanes

Hurricanes occasionally, and lightning storms more frequently... thaf sums up the weather hazards in Miami. Station executives tell us that even when hurricanes whip up 160-mile-an-hour gales WTVJ stays on the air! The sturdy 83-foot, 6-bay G-E antenna has withstood the fury of violent storms. And the tower is secure. 4½ miles of cable were used for the guy wires. They are fastened to "deadmen" — concrete anchors weighing 360,000 pounds each. Enough concrete and steel to build a big ocean-front hotel went into the 12 "deadmen" supporting the huge tower and antenna.

In extending its coverage the station again shows true pioneering spirit and the courage to move ahead. General Electric is proud that its equipment has contributed to the progress of WTVJ.



WTVJ transmitter building showing base of tower in rear and 13,000 volt power lines.

GENERAL ELECTRIC

still another way WWSW comes close and stays close to the heart of Pittsburgh!

The matchless beauty of a symphony orchestra — the priceless rendition of a complete opera performance captured on high calibre recordings are beyond the reach of many who would treasure the experience of hearing such works.
Knowing this, WWSW has broadcast its Golden Hour of the Classics nearly nightly for over a decade and a half. And, in more recent years full length Sunday evening operas. Another way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

BROADCASTING TELECASTING

November 1, 1954 Vol. 47, No. 18

11TH HOUR RADIO-TV VOLLEYS CLIMAX TURBULENT CAMPAIGN

Both parties scramble for the mikes and cameras in closing days of crucial campaign. Claims and counter-claims for equal time mark parties' last-minute jockeying. Even as the last shots are fired networks and stations prepare for record coverage of an off-year election. Important committee chairmanships are in the balance.

A STORMY autumn of political broadcasting, marked by bickering, spending and spirited campaigning for votes, comes to an end tonight (Monday) as major parties stage election eve programs.

Democratic feeling reached fever heat in mid-week after a series of radio and tv broadcasts by President Eisenhower, including the first pickup of a Cabinet session (see story page 29).

Chairman Stephen Mitchell of the Democratic National Committee asked networks for equal time in which to reply to Presidential broadcasts but the requests were denied except in the case of NBC, which promptly became embroiled in another controversy with the GOP, ending with NBC's grant of a half-hour last Saturday to both parties on radio-tv.

The Republican National Committee has preempted *I Love Lucy* on the CBS-TV network (140 stations) from 9-9:30 EST tonight for talks by the President and Vice President Nixon. The talks will be carried simultaneously on Mutual and ABC Radio.

The election eve Eisenhower-Nixon telecast will be carried at 8 p.m. on CST zone stations and at 7 p.m. Mountain Time. The telecast will be carried by hot kinescope on West Coast CBS-TV stations at 9 p.m. PST. President Eisenhower's talk will originate in Washington, while Mr. Nixon's speech, summarizing his findings on his western speaking tour, will originate "somewhere in the West," according to a committee spokesman.

The spokesman said the committee has urged GOP state committee chairmen to purchase adjacent time to the network broadcast for use by respective GOP candidates.

The Citizens for Eisenhower Congressional Committee bought what it termed as the largest paid political telecast in history last Thursday night (9:30-10 p.m. EST), plus a simultaneous network radio lineup. The telecast included 218 tv outlets, comprising NBC-TV, 71 CBS-TV outlets and "a few" DuMont stations. The 471-station radio network, the spokesman said, included NBC Radio and ABC Radio.

The television network broadcast, he said, reached 50 to 60 million people. The President's speech originated at a committee banquet staged at Washington's Statler Hotel.

Intensified last-minute campaigning by the GOP included President Eisenhower's flying trip Friday to Cleveland, Detroit, Louisville and Wilmington, Del.

FCC joined the pre-election turmoil Thursday by ruling that three Nashville tv stations have not violated Sec. 315 of the Communications Act or FCC regulations in refusing to accept paid political broadcasts of candidates.

In a letter to Leonard W. Hall, chairman of the Republican National Committee, the Commission explained its ruling on protests made by Thomas P. Wall Jr., candidate for the U. S. Senate, and Robert Donihi, candidate for Congress, both Republicans.

The Nashville electioneering has involved filing of libel suits by Edward Lamb, station operator now involved in FCC renewal proceedings, and Lacey Reynolds, his Washington representative. The situation became so tense that WSM-TV, WSIX-TV and WLAC-TV refused to sell time to some candidates because of "intemperate" statements.

John H. DeWitt Jr., WSM-AM-TV president, in a letter to the FCC had said their attorneys had advised the stations they should not subject themselves to libel for liability in political broadcasts. WSIX-TV stated it seriously doubted the qualifications of Mr. Donihi to run as a legally qualified candidate.

With announcement of the decision and of the Democrats' acceptance and assignment of Adlai E. Stevenson as their speaker in a half-hour free NBC telecast and broadcast slated last Saturday night (8:30-9 p.m. on NBC-TV

IF THE DEMOCRATS WIN

THESE would be chairmen of the Senate and House Interstate & Foreign Commerce committees, which have jurisdiction over most legislation affecting radio and tv.

Sen. Warren G. Magnuson (Wash.) would succeed GOP Sen. John W. Bricker (Ohio) as chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Magnuson served four terms as congressman (1936-44) before his election in 1944 to the Senate, where he now is on his second term, expiring Jan. 3, 1957. Democratic leadership has not favored Sen. Bricker's probe of the networks.

SEN. MAGNUSON

Sen. Magnuson, also a member of the Senate Appropriations Committee, comes from Seattle, and from 1931-35 served as prosecuting attorney of King County (Seattle), in the Washington State Legislature and as assistant U. S. district attorney. He was a lieutenant commander with the Pacific Fleet in World War II. Sen. Magnuson was named to the old Senate Commerce Committee in 1945 and became a member of the Senate Interstate & Foreign Commerce Committee which was organized in 1947.

Rep. J. Percy Priest (Tenn.) would be in line for chairmanship of the House Interstate & Foreign Commerce Committee, replacing GOP Rep. Charles A. Wolverton (N. J.). Rep. Priest currently is on his seventh term (since 1940) as congressman and has been a member of the House Interstate & Foreign Commerce Committee since 1943.

REP. PRIEST

Rep. Priest was ranking House Democrat on a joint committee which worked out Senate-House differences in the McFarland Act of 1952, first major amendment to the Communications Act of 1934. He was a member of the House Commerce Communications subcommittee from 1943 until that unit was discontinued in the 80th (GOP) Congress in 1948. His media experience includes 14 years (1926-40) on the *Nashville Tennessean*—from reporting to the managing editorship.

and 10:30-11 p.m. on NBC Radio) the Republicans came back with a bid for free time of their own in which to answer Mr. Stevenson.

NBC resolved the Democrats-GOP free time hassle late Friday by granting the GOP the 8-8:30 p.m. period last Saturday on NBC-TV and NBC Radio. The half-hour was to be shared by Attorney General Herbert Brownell, cabinet member Oveta Culp Hobby and Bertha Adkins, assistant to the Republican National Chairman.

In his request for NBC time, Democratic Chairman Mitchell referred to "the unusual amount of partisan political content in the talks by Mr. Eisenhower before non-political audiences which have been carried by the national radio and television networks free of charge," but did not mention specific cases. NBC said its decision to grant Mr. Mitchell's request stemmed from "NBC's long-standing policy of maintaining balance and fairness."

Other networks meanwhile stuck to their no's.

In a lengthy telegram replying to a second appeal by Mr. Mitchell, CBS President Frank Stanton on Thursday made plain he is still persuaded "that our denial of your request for free time for Adlai Stevenson to balance time given to President Eisenhower and members of his Cabinet is wholly consistent with the CBS tradition on public service, a tradition which you recognized in your telegram."

"As I previously stated," Mr. Stanton continued, "our position is based on our long-established policy not to provide time to reply to the President or members of his Cabinet when they broadcast as such or are reporting to the people on their official activities."

The CBS president enumerated CBS Radio and Tv broadcasts by the President and Cabinet members during the past two months, totaling about two hours, and the amount granted the Democrats in the last (1950) off-year Congressional elections campaign when Mr. Truman was President, which totaled about eight hours. He concluded:

No 'Blackout,' Says CBS

"We believe . . . that our record in this as well as in prior campaigns establishes that we have achieved that fairness and balance which you request and which is our first objective. I vigorously deny your assertion that there has been any 'blackout of Democratic arguments on public service time' or any 'political discrimination' on the CBS Radio and Television networks.

"While I personally interpreted your Oct. 26 wire as a request rather than a demand, a few of our newscasters did report it as a 'demand.' I regret that this terminology disturbed you. I would respectfully call to your attention, however, that in circumstances such as these the line between 'request' and 'demand' is not always easy to draw and a number of newspapers and wire services similarly described your wire as a demand."

On behalf of Mutual, President Thomas F. O'Neil rejected Mr. Mitchell's request after "careful study" with the statement that MBS' broadcast of recent Eisenhower addresses was in conformity with its "established policy" of affording time to the President and other high officials "when appearing in their official capacities."

"I want to assure you," Mr. O'Neil continued, "that it is our continuing endeavor to present on our network a balanced news coverage of pre-election political activities and to treat with complete fairness the Democratic, the Republican and other political parties."

Turning down the Mitchell request to DuMont, managing director Ted Bergmann wired that DTN "does not recognize any obligation to provide free time for partisan dissertation on behalf of any political party as of this date and feels the presentation of President Eisenhower before the American Jewish Tercentenary Dinner and the Al Smith Dinner constitutes the fulfillment of the public service mission of the network.

"The extraction of the pertinent statement of the Secretary of State during the televised cabinet meeting . . . was in the accomplishment of the news mission of the Morgan Beatty program.

"As in the past, the policy of the DuMont network to provide free time for official non-political broadcasts by the President of the U. S. and other public officials will be maintained. . . ."

ELECTION COVERAGE

THE past few weeks' heightening use of radio and television for pre-election campaigning will reach a climax tomorrow (Tuesday) with radio and television networks set to provide extensive coverage of congressional, gubernatorial and local contests throughout the nation.

As an indication of comprehensive election night activity, ABC, CBS and NBC revealed plans for use of about 750 staffers throughout the country for their coverage, while Mutual's plans will be complete though not so extensive. DuMont will rely on local station coverage.

CBS Radio and CBS-TV operations will begin at 9 p.m. (EST), with one-quarter of the television coverage between 11 p.m. and conclusion sponsored by the Roto-Broil Corp., and an additional one-quarter by National Carbon Co. (Prestone anti-freeze). Radio and television coverage will be under the supervision of Sig Mickelson, CBS vice president in charge of news and public affairs, with Robert Trout and Walter Cronkite as "anchor men" for radio and television, respectively.

Frequent analyses of election night proceedings will be presented by Edward R. Murrow, Eric Sevareid and Samuel Lubell. CBS reporters from New York and Washington who will provide latest developments from time to time include Griffing Bancroft, Winston Burdett, Ned Calmer, Wells Church, Lou Cioffi, Peter Clapper, Ron Cochran, Charles Collingwood, Larry Lesueur, Lowell Thomas and Allan Jackson, among others. CBS again has arranged to use UNIVAC, Remington-Rand's all-electronic high-speed computer, to assimilate past and current election data.

NBC will start its election coverage on television at 9:30 p.m. (EST), and on radio at 10 p.m. Roto-Broil will sponsor one-half the period between 9:30 p.m. and 1 a.m. on NBC-TV. William R. McAndrew, NBC director of news, will supervise election night activities. On the television side, Dave Garroway will serve as on-the-air m.c. from New York headquarters, with Joseph C. Harsh handling national analysis; Bill Henry reporting on returns from the eastern states; Dave Brinkly presenting the overall national picture, and Joseph McCaffery, House returns and analysis of trends.

UNIVAC, the electronic brain, will provide fast computations Tuesday night as CBS covers election returns. Here Charles Collingwood, CBS newsman, sits at the Univac console, said to equal the work of 400 trained clerks.

In Washington, Richard Harkness and Ray Scherer will cover developments in the southern area, and from Chicago, James Fleming will provide coverage on the Midwest. The West Coast region will be reported by John Cameron Swayze, Roy Neal and Elmer Peterson. NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST) will devote its entire program Wednesday to a complete wrap-up of elections. NBC Radio coverage will be under direction of Merrill Mueller, who will be assisted by W. W. Chaplin, Irving R. Levine and Earl Godwin. Chet Hagan will serve as supervising producer.

ABC's returns will be sponsored on radio and television, starting at 9 p.m., by the Chevrolet Motors Division of General Motors Corp. Directing activities will be John Daly, vice president in charge of news, special events and public affairs, and Thomas Velotta, vice president and administrative officer for news, special events and public affairs. Coverage will be provided by area assignments with Erwin Canham reporting on New England; Martin Agronsky, the Mid-Atlantic; Paul Harvey, the East Central section; John Edwards, the South; Austin Kiplinger, the Plains States, and Gunnar Back, the Far West. Special features will be presented by John W. Vandercook, George Sokolsky and Julian Anthony.

Mutual Reports From 15

Mutual's coverage, under the direction of Milton Burgh, director of news, will feature reports from 15 major cities throughout the country. Commentary on returns, which will begin at 9 p.m., will be offered by Fulton Lewis jr. and Harry Flannery, among others.

CBC and NBC-TV meanwhile reached an agreement last Thursday under which NBC-TV will feed its election night coverage from 10:30 p.m. until conclusion to the nine-station Canadian interconnected network, consisting of CBLT (TV) Toronto, CBNT (TV) Montreal, CBFT (TV) Montreal, CFCM-TV Quebec City, CBTT (TV) Ottawa, CHCH-TV Hamilton, CFTL-TV London, CKLW-TV Windsor and CKCO-TV Kitchener. NBC-TV claimed this will mark the "largest 'live' coverage by a single network in the history of television," pointing out that 142 American stations and nine Canadian stations will carry the telecast. On radio, CBC will originate its own coverage from headquarters established in NBC's studio 8-A in New York, and will feed the entire Trans-Canada Radio Network and portions of the Dominion Network 9 p.m.-3 a.m.

To keep viewers and listeners in touch with progress in local elections, networks are making frequent cut-ins available to local stations so that they may present returns on local contests.

In a large station purchase, Hebrew National (kosher wines and delicatessen products) will sponsor returns in New York on WRCA, WCBS and WABC, with a five-minute schedule on WCBS and WABC every half-hour starting at 9:25 p.m. On WRCA, Hebrew National will present returns at 7:05 p.m. and at 7:25 p.m., and starting at 10 p.m. will sponsor complete coverage until conclusion. Business for Hebrew National was placed through Rockmore Co., New York.

Pontiac Div., General Motors, through MacManus, John & Adams, Bloomfield Hills, Mich., will sponsor returns over WCBS-TV New York, presenting five-minute summaries

HISTORICAL PRECEDENT: THE CABINET ON TV

CABINET MEETING, 1954, made political and tv history last Monday. Before a portrait of Abraham Lincoln, a CBS cameraman picks up the proceedings for the network pool. At table (clockwise from l): Secretary of Labor James P. Mitchell; Postmaster General Arthur E. Summerfield; Secretary of State John Foster Dulles; President Eisenhower; Secretary of Defense Charles E. Wilson; Secretary of Agriculture Ezra Taft Benson; UN Ambassador Henry Cabot Lodge; Maxwell W. Robb, Secretary to the Cabinet; Sherman Adams, Assistant to the President; Secretary of the Treasury George M. Humphrey; Attorney General Herbert Brownell Jr.; Secretary of Commerce Sinclair Weeks; Secretary of Health, Education & Welfare Oveta Culp Hobby.

TELEVISION and radio brought the White House and President Eisenhower to the public three times within 24 hours last Sunday-Monday, making governmental history as a Cabinet session was broadcast for the first time.

Echoes of the Presidential appearances were heard all last week as networks were called on by Democratic leaders to give them time to reply on the ground that the broadcasts affected the political campaign (see story page 27).

Most of the controversy followed a Monday simulcast (7-7:30 p.m.) from the Cabinet room of the White House, where Secretary of State John Foster Dulles reported on the recent agreement on European defense. Public reaction to the Cabinet meeting was predominantly favorable, according to the Executive Office.

The broadcasts established Secretary Dulles as an effective speaker before the microphone and camera. His informal story of foreign events, interrupted by several planned and unplanned questions, brought the public an effective outline of what has been happening in Europe in recent weeks.

Prize flub of the broadcast series came during an awards ceremony later that night when President Eisenhower referred to Frank Folsom, RCA president, as "Mr. Stanton," apparently confusing him with Frank Stanton, CBS Inc. president.

Unsolved late last week was an industry mystery: Who asked CBS to ask the White House to telecast the Monday Cabinet meeting?

Mr. Stanton wouldn't tell, apparently being under obligation to protect a confidence.

Murray Snyder, assistant to Presidential Secretary James C. Hagerty, told B•T the President has long felt the public would like to observe a Cabinet meeting, and was convinced Sunday while at his Camp David (Md.) retreat that the Dulles report provided the ideal vehicle for such a simulcast.

Unexplained are the routine steps between the President's decision and the request of networks for permission to pick up the Cabinet meeting.

CBS-TV handled the Cabinet telecast with Sig Mickelson, news-public events vice president, in charge of overall supervision. Larry Beckerman directed and Ted Ayres produced. Lew Shollenberger was announcer. Cameramen were Norman Hicks, Jack Waldron and Jack Lepine. The meeting was unrehearsed, aside from several prepared questions and a 10-minute camera check, the White House having insisted on special-events treatment. Production went so smoothly that many newspaper critics described the meeting as a carefully rehearsed production in which Robert Montgomery had a part. Mr. Montgomery was not involved in any way.

All Monday evening the Cabinet simulcast was presented on the air in delayed versions. NBC-TV carried quick kines on the Camel Caravan (7:45-8 p.m.). DuMont interrupted Morgan Beatty's Alka-Seltzer newscast at 7:15 p.m., devoting most of the quarter-hour to the live Cabinet pickup and inserting commercials with White House permission since Mr. Hagerty interpreted the program as a news event. Edward R. Murrow devoted most of his CBS Radio program to a delayed pickup of the Cabinet meeting.

President Eisenhower appeared later Monday evening in a speech following presentation of the James V. Forrestal award to him by Mr. Folsom, president of the National Security Industrial Assn. The President spoke by film on the Diamond Jubilee of Light program Sunday evening, his remarks dealing with faith, hope and the American way of life.

Newspaper editorial comment on the Cabinet pickup was generally favorable, although in most cases it was observed that the simulcast had political implications.

every half-hour, starting at 9:25 p.m.

WOR New York will present frequent cut-ins from Mutual's coverage under the sponsorship of Harris, Upham Co., New York investment firm, starting at 9:05 p.m. The agency is Lewin, Williams & Saylor, New York.

WMCA New York will broadcast up-to-the-minute summaries of election returns every 15 minutes from the time the polls close, with a 10-minute prediction program scheduled for 7:15 p.m. The entire coverage will be sponsored by Willys Motors Inc., on behalf of its dealers in the Greater New York area, through Canaday, Ewell & Thurber, Chicago.

WNEW New York will turn over its entire broadcast facilities and commercial time to election returns from 7:30 p.m. until crucial contests are resolved.

WQXR New York will devote its entire broadcast schedule to returns, interspersed with musical selections should political activity lag, starting at 7 p.m.

WNHC-TV New Haven will begin its election coverage at 6:15 p.m., presenting local returns until 9:00 p.m., when it will carry NBC-TV coverage.

DuMont's WABD (TV) will present regular news bulletins, starting at 9 p.m. Coverage will be under the direction of James Caddigan

Election Color

WRCA-TV New York reported last Thursday it will present its local "cut-in" coverage of election returns tomorrow (Tuesday) in compatible color, claiming it is the first time that color will adorn such programming. A spokesman said that special teletype paper in various colors will be used on the telecast and Bill Berns, director of news and special events, has asked Democratic and Republican spokesmen to indicate which color they desire for the political "thermometer" which will chart returns. The color cut-ins will be presented for five minutes every half-hour, starting at 9:55 p.m. EST and continuing through 12:55 a.m. Bromo-Seltzer, through Lennen & Newell, has signed to sponsor WRCA-TV's coverage.

and David Lowe. The station was to present a special half-hour filmed program yesterday (Sunday) under the sponsorship of Amalgamated Lithographers Local No. 1 (CIO). The program was to consist of a talk by Franklin D. Roosevelt Jr., candidate for Attorney General in New York, to 3,000 members of the union. The agency is Paul Minor Assoc., New York.

National Carbon Co. (Prestone), for the third successive year, has brought sponsorship of WPIX (TV) New York's coverage. Special bulletins will be presented from 9-11 p.m., when the station will devote its entire schedule to election results.

WAAT Newark will cancel its commercial programs at 9 p.m. to present returns from New York and New Jersey contests. Starting today (Monday) at 7:30 p.m., WAAT will allocate its broadcast time to programs sponsored by the New Jersey Democratic and Republican committees, with the Democrats purchasing 3½ hours and the Republicans 1¾ hours.

Individual stations across the country have reported extensive plans for pre-election and election eve coverage of the election.

WTIC Hartford, Conn., is joining forces with the *Hartford Courant* to bring reports from more than 30 locations throughout the state. Remote crews are scheduled to be present at the headquarters or homes of major candidates. A feed to NBC also is planned.

WIP Philadelphia is covering its local area plus the Pennsylvania and New Jersey state capitals on election night. An assistant professor of political science from the U. of Pennsylvania is to help the news staff analyze trends as they appear.

John Vandercook, ABC commentator, recently originated one of his nightly programs from WFIL Philadelphia. Mr. Vandercook interviewed candidates and looked over the local situation as part of his preparation for the job of handling ABC's coverage on the night of the election.

WMAR-TV Baltimore plans state-wide coverage of the contests there with the help of newsmen and staffers of the Sunpapers owned by the licensee of the station.

WAAM (TV) Baltimore expects to give the election heavy coverage on election eve which is the second day of the station's seventh year of programming.

WTOP-TV Washington, D. C., donated time for a "Meet the Candidates" program during which the nearby congressional candidates spoke. Maryland's gubernatorial candidates are to talk tonight (Monday).

WWDC Washington plans wide area coverage plus MBS national election eve coverage.

WSUN-AM-TV St. Petersburg, Fla., will begin the election roundup, in cooperation with the *St. Petersburg Independent*, shortly after the polls close and will join ABC radio and tv networks later in the evening.

Crosley Broadcasting Corp. plans to televise direct from the State House at Columbus, Ohio, to its tv stations in Ohio. Statewide resumes are scheduled as are pickups from the Ohio Crosley stations.

KLZ-AM-TV Denver, President Hugh B. Terry said, will join forces with the *Rocky Mountain News*, with headquarters at the newspaper's city room. KLZ will move cameras and microphones into the city room after polls close and will broadcast and telecast complete returns from Wyoming and Colorado.

WHIM Providence announced that instead of selling political time for candidates it is setting aside free time for candidates up to the time of elections, offering the time through its public service program, *Political Forum*, handled by Bruce Williamson, news and public affairs director. All qualified candidates for top offices have accepted the offer, the station said.

KPRC-TV Houston also is making free time available to candidates, according to Jack Harris, general manager. He said he had invited all 26 candidates in the race for the city council to make statements on Election Eve (Nov. 1) from 9-10:30 p.m.

KCBS San Francisco aired "Ballot Box 1954" in which were presented candidates' views of themselves and their opinions of local and state propositions to be voted on in tomorrow's election.

KRON-TV San Francisco is featuring live coverage of key political contests throughout the country.

TV IS SURE WINNER IN N. Y. STUMPING

INCREASED use of television as a medium for political election campaigns was pointed up last week by estimates that the Republicans in New York State have spent about 70% of their budget for tv and the Democrats about 80%.

This expanded television activity, according to spokesmen for both parties, has resulted in the elimination of political rallies in such places as Madison Square Garden and the Academy of Music in Brooklyn, which were favorite sites of old-time campaigns. Nor was there as much newspaper political advertising as in former years. Party spokesmen said that overall costs may not have been increased by the extensive use of tv, because, they reported, rental of a large auditorium, plus advance preparation costs, runs into "big money."

In radio, Democrats estimate that spending for the final campaign week was at one-fifth of a pre-television year like 1946. The Republican budget division was said to be 80-20 in favor of tv.

As an indication of rate of political spending for television, estimated costs of expenditures for New York State campaigning only on the seven stations in the New York metropolitan area were reported unofficially last week as follows:

	Repub.	Dem.	Lib.
WATV (TV)	....	$ 840	....
WABC-TV	$15,824	$70,451	$1,413
WABD (TV)	$ 6,180	$19,040	$1,200
WOR-TV	$ 5,000	....	....
WPIX (TV)	$ 4,429	$ 9,145	$1,140
WRCA-TV	$31,144	$32,725	....
WCBS-TV	$42,500	$32,500	....

FOUR ADVERTISERS TAKE NETWORK TIME

Making network purchases last week were Sweets Co. of America, Gemex Watchband Co., Longines-Wittnauer Watch Co. and Buick Motor Div.

SWEETS Co. of America (Tootsie Roll), Hoboken, N. J., led three other advertisers in network buys last week.

Other advertisers active in network signings were Gemex Watch Bands, Longines-Wittnauer Watch Co. and Buick Motor Div. of General Motors Corp.

Sweets Co. of America, for its Tootsie Roll, made two network time purchases, a weekly half-hour children's show effective Nov. 20, featuring Paul Winchell and his dummy, Jerry Mahoney, on NBC-TV, Saturdays, 10:30-11 p.m., and a one-time show Tuesday, Nov. 9 at 8-9 p.m. on NBC-TV, starring Steve Allen with Winchell and Mahoney. The latter buy became available as a result of the trip Bob Hope is making to London Nov. 9. With the comedian off, General Foods, his sponsor, refused to pay for the program time. As a result, NBC-TV sold the time to the Sweets Co. General Foods will sponsor the next Hope show, which will be filmed in London and presented on the air Dec. 7.

Moselle & Eisen, New York, is the agency for Tootsie Rolls. The candy account is also a sponsor of the *Pinky Lee Show* on NBC-TV.

Gemex Watchband Co., through BBDO, New York, becomes the first sponsor of *The Stork Club* on ABC-TV, Nov. 13, Saturdays, 10-10:30 p.m. *The Stork Club* was formerly on another network and is entering its fifth year on television.

Longines-Wittnauer Watch Co. for the sixth consecutive year will sponsor the annual Thanksgiving Day "Festival Hour of Music, Song and Dance," on CBS-TV Thursday, Nov. 25, 5-6 p.m. Highlight of the show will be the pantomime-ballet on the "Sleeping Beauty" fairy-tale theme. Victor A. Bennett Co., New York, is the agency.

Buick Motor Division of General Motors Corp. will sponsor several time periods on NBC Radio network to introduce its 1955 models. The buys are as follows: one five-minute newsperiod, 9 p.m. on Nov. 18; one participation in *The Great Gildersleeve*, 10:15 p.m. on Nov. 18, and one participation in *Fibber McGee and Molly*, 10 p.m. on Nov. 16.

Client Hosts Networks

THERE's going to be plenty of food for thought—and eating—on CBS-TV and NBC-TV tomorrow night (Tuesday) as those networks tabulate election returns. The networks are going to set up electric Rotobroilers in their studios to feed their staffs at work. Trained crews of the Roto-Broil Corp., Long Island City, will prepare the food, which will be served piping hot to staffers, and special regional and international dishes will be available to foreign and out-of-town dignitaries visiting the tv studios. Roto-Broil is sponsoring portions of the election night returns on both networks.

Promise—Interest—Conviction—Distinction

EVERY good ad should contain four points, Maitland Jones, vice president, Sullivan, Stauffer, Colwell & Bayles, New York, said at a weekly discussion session held last week at the agency. While his remarks primarily related to print advertising, they were also deemed applicable to radio-tv commercial copy.

MR. JONES

The four points: (1) promise; (2) interest; (3) conviction, and (4) distinction.

He explained as follows:

"1. Promise: A clear, concise statement of what your product will do for the reader (or audience) in terms of the reader's self interest. In stating the promise it is better to be specific than general. "Look lovelier in 10 days" is better than "look lovelier soon."

"2. Interest: An ad can do little for your product if it is not interesting to people. Interest comes largely from technique; or the method used to tell your story—i.e., strip, picture and caption, recipe, service, testimonials, etc. Pond's cold cream, for instance, uses testimonials of society women, while Lady Esther uses the personality of Lady Esther herself.

"3. Conviction: It is also pretty obvious that if people don't believe your ad, advertising does the product no good. Most often conviction comes from a strong reason why your product will do what you promise it will. If this reason why is exclusive with your product, so much the better. But conviction can come also from the way you write the ad, from the tone of your copy.

"4. Distinction: By this I mean your ad should not look like everybody else's in the same field. It should stand out, have its own character and style. Most often this is accomplished by the layout and art treatment. But it can also be accomplished by the writing style, though perhaps not so easily or obviously.

"Now, every good ad may not have all these qualities," Mr. Jones added. "But it is pretty certain that if an ad does have them all, it is not a bad ad."

RUTHRAUFF & RYAN RESIGNS MOTOROLA

MOTOROLA Inc., Chicago, last Thursday announced that Ruthrauff & Ryan has resigned its $3-$3.5 million advertising account after a five-year association. Announcement of the severance was made by the electronics firm after a series of conferences involving executives from Motorola and the agency. R & R had handled radio, tv and other advertising for Motorola, which said it does not expect to appoint a new agency for "several weeks."

Severance of the advertiser and agency came one day after Paul Galvin, Motorola president, has announced plans for a vigorous campaign on color receivers at the retailer level (see story page 78).

Admiral Plans Record Budget for Advertising

ADMIRAL Corp. has announced "the most ambitious and comprehensive" advertising program in its history for 1955. Between $1.25 and $1.5 million will be allocated to Bishop Fulton J. Sheen's *Life Is Worth Living* on the DuMont Tv Network starting Nov. 2. It was held possible that Admiral may launch a radio and/or tv spot campaign perhaps next spring or summer.

Spokesmen said that, while details had not been finalized on the budget, the outlay for all media probably would "exceed $15 million," the amount reportedly spent on advertising this past year.

BB Pen Names Fairfax Inc.; Plans Test For New Product

BB Pen Co., Hollywood, with a radio-tv advertising budget of more than $609,000, has named Fairfax Inc., New York, to handle advertising of its ball pens, effective Nov. 1. In addition the company is planning to put out a new product which will be tested in Fresno, Calif., for 30 days, starting in the middle of November.

The firm and its new agency are in the process of working out the 1955 national advertising plan. Meanwhile the radio and television spot campaign currently running will continue through Christmas.

K&E Resigns Natl. Brewing

NATIONAL Brewing Co., Baltimore, National Premium Beer, with an advertising budget of about $1.5 million, has been resigned by Kenyon & Eckhardt, New York, effective Feb. 1. The brewing firm currently is screening other advertising agencies before making an official announcement.

American Dairy to Allot $1 Million for Butter Push

AMERICAN DAIRY Assn. is planning to launch a $1 million advertising campaign on radio, television and in other media to promote the use of butter in American homes. Plans for the drive were to be submitted to the organization's executive committee Friday.

Contemplated is greater allocation of monies to butter as a product on the association's three programs—the *Bob Crosby Show* on CBS-TV, Bob Hope on NBC Radio and *Disneyland* on ABC-TV. American Dairy traditionally allots funds by product groups. The agency is Campbell-Mithun Inc., Chicago.

The campaign is designed to promote butter as a "prestige" product and for use in cooking. It is based on the assumption that Americans are more apt to serve butter to their guests than to members of their families.

Tv Spots in West Coast Cities To Introduce New Crocker Mix

TELEVISION will be used along with other media in six West Coast cities to help introduce the new Betty Crocker Instant Frosting Mix, General Mills, Minneapolis, anonunced last week.

Tv spot and other media will stress the product through California, Washington, Oregon, Idaho, Nevada and Arizona, it was reported. Coupons will be given with Softasilk Cake Flour and Betty Crocker Cake Mix Packages. Size of the tv campaign was not disclosed. Agency is Knox Reeves, Minneapolis.

Barnett, SSC&B Head Drive

JAMES A. BARNETT, vice president of Lever Bros., and Sullivan, Stauffer, Colwell & Bayles, N. Y., have agreed to act as volunteer coordinator and volunteer agency, respectively, for the 1954 Red Cross drive sponsored by the Advertising Council. The same team headed last year's drive, which netted the Red Cross $83 milion. Henry C. Wehde Jr. is the Council executive.

ART LINKLETTER (with cap), star of NBC-TV's *People Are Funny* show, receives a "Christmas present" of a $50 "Diamond Heart" Paper-Mate pen in celebration of Paper-Mate's co-sponsorship of his program on 140 NBC-TV stations. Others joining in the presentation are (l to r): Earle Dugan, Foote, Cone & Belding; Edward E. Ettinger, executive vice president of Paper-Mate, and Jim Beam, advertising director of the pen company. Mr. Linkletter will be featured in all displays and store material of Paper-Mate's $1 million Christmas advertising drive.

Hamm's, Oklahoma Oil Sign For '55 Baseball on WGN-TV

WGN-TV Chicago has renewed exclusive contracts with the Chicago White Sox and Cubs for tv rights to all daytime home games of the two baseball clubs. Theodore Hamm Brewing Co. and Oklahoma Oil will co-sponsor 55 home contests of the Sox and 77 games of the Cubs in 1955. Agencies are Campbell-Mithun Inc., and Maryland Adv., respectively. Oklahoma picked up half of the games when Liggett & Myers (Chesterfield cigarettes) dropped out locally. Agreements cover three years on the Sox and one year with options on the Cubs.

Announcements of the pacts were made jointly in each case by Frank P. Schreiber, manager of WGN-AM-TV, Frank Lane, general manager of the Sox, and James T. Gallagher, business manager of the Cubs. Completion of negotiations with the Sox marked the seventh consecutive year the station has telecast its games. City series with the Cubs also will be telecast before the regular season gets underway.

EXCLUSIVE contract for tv coverage of all 1955 Chicago Cubs home games has been completed by WGN-TV Chicago and the National League baseball club. Present at pact-signing ceremonies are (l to r): Frank P. Schreiber, manager of WGN Inc.; Harry Creighton, who will aid Jack Brickhouse on play-by-play, and James T. Gallagher, business manager of the Cubs.

Chevrolet Splurges

WHUM-TV Reading, Pa., put out the SRO sign on spot announcements for last Wednesday, Thursday and Friday. A spokesman for the uhf station reported that the Chevrolet Dealers Zone Headquarters in Harrisburg bought all spot announcements from 7 a.m. to past midnight on the three days.

McCann-Erickson Holds S. American Agency Meet

WHAT was said to be the first conference of advertising agency people ever convened in South America will be held at Buenos Aires, Argentina, during the week of Nov. 1 by managers and key personnel of McCann-Erickson's Latin American offices.

"Our clients at home and abroad have expressed such keen interest in the development of locally stimulated Latin American industries," said Marion Harper Jr., president of McCann-Erickson, "that it seemed fitting for us to select one of the larger South American capital cities as the site for this conference."

Frank White, chairman of the board of McCann-Erickson Corp., New York, and Arthur Grimes, vice president of the international agency, also will attend the conference.

Ball & Davidson, Axelsen Agencies Merge in Denver

TWO DENVER advertising agencies—Ball & Davidson Inc. and the Axelsen Agency—have merged, effective Nov. 1, according to an announcement by principals Carl A. Salstrand, president of Ball & Davidson, and Thomas H. Axelsen, head of the agency bearing his name.

Mr. Salstrand, who has headed Ball & Davidson for the past 20 years, will manage the consolidated agency. Mr. Axelsen also operates Axelsen, Bennett & Clark Inc. in Salt Lake City and will devote most of his attention there.

The merged firm will be located at Ball & Davidson's new building at 670 Delaware St. B & D now is in its 36th year. It is a member of the American Assn. of Advertising Agencies.

EXECUTIVES of the combined Ball & Davidson-Axelsen agencies in Denver discussing the merger are (l to r): Thomas H. Axelsen and Carl A. Salstrand, principals of the new agency; Dorothy Jenkins, treas.; Durey Ranck and Malcolm Sills, account execs.

Cardinals Seek Co-Sponsor With Anheuser-Busch in '55

THE ST. LOUIS Cardinals National League club is seeking a co-sponsor along with Anheuser-Busch (Budweiser beer) to pick up the tab for 1955 baseball, it was revealed last week.

Anheuser-Busch plans to share sponsorship of Cards' games on WTVI (TV) Belleville, Ill., and KXOK St. Louis, plus a regional radio network of over 100 stations in over 10 states as it did this past year, it was reported. A national or regional advertiser is being sought for half of each game. The plan is to telecast Cards' road games again next year.

The Budweiser account is serviced by D'Arcy Adv. Co., St. Louis.

W. J. Krebs Dies at 69

W. J. KREBS, 69, chairman of the board of directors of Rogers & Smith, Kansas City advertising agency, died Oct. 19. Mr. Krebs was president of Potts-Turnbull Co., Kansas City, from 1931 until 1954 when the firm merged with Rogers & Smith. Mr. Krebs had been active in the Kansas City agency field since 1909 when he joined the advertising department of the Peet Brothers Co. He is survived by a wife and daughter.

MR. KREBS

Youngstown Agency Changes

THE Simon, William & Roberts advertising agency of Youngstown, Ohio, effective today (Monday) will cease to be a division of The Rosenblum Bros. Co. and will continue with Albert Solomon as operator and sole owner, it was announced last week by S. M. Rosenblum, president of Rosenblum Bros. The agency will be located at its present offices at 226 S. Phelps St., its own building. The Rosenblum Bros. will no longer have any interest in the agency, the announcement said.

AGENCY APPOINTMENTS

Alan Wood Steel Co., Conshohocken, Pa., appoints Doremus-Eshleman Co., Phila.

Max Factor Inc. (cosmetics), L. A., appoints Doyle Dane Bernbach, N. Y. Radio-tv will be used.

Denver Convention and Visitors Bureau appoints Rippey, Henderson, Kostka & Co., same city.

Bond Pickle Co., Oconto, Wis., has appointed Geare-Marston, Phila.

Larus & Brother Co., Richmond, Va., appoints Reach, Yates & Mattoon Inc., N. Y., for Edgeworth and Holiday pipe tobaccos and Holiday and Lord cigarettes, and Cargill & Wilson Inc., Richmond, for Domino cigarettes.

A&A PEOPLE

William Knudsen, vice president, Smith, Hagel & Snyder, N. Y., elected executive vice president.

Arthur W. Cowles, account executive, Henri,

Still looking?

If you're *still* nosing around for the best way to *move goods fast*, follow the lead of some of the smartest advertisers. They know they get real results tracking down sales with *spot radio, on key stations.* Don't search everywhere when a handful of good stations reaches almost everybody. For instance, WJR's coverage includes 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

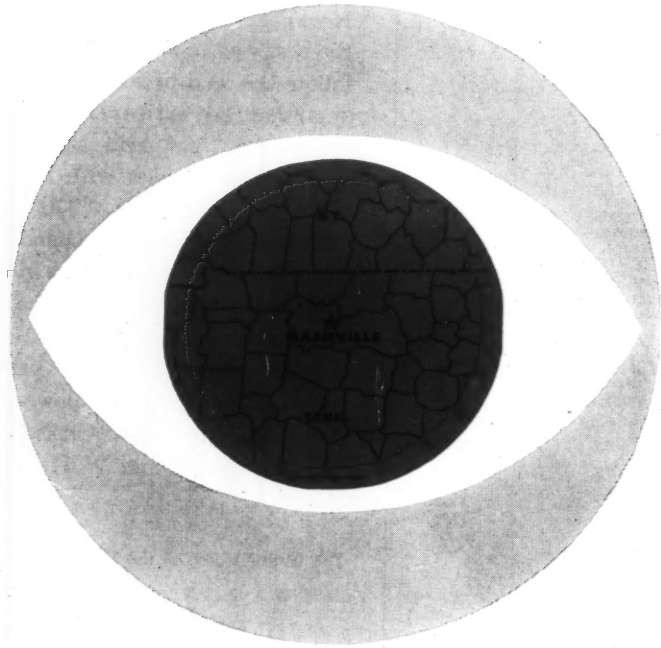
Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

Time—
and CBS ratings
will tell!

WLAC-TV



WLAC-TV offers both:

Choice time (we're new)

and CBS ratings (they're strong)

To reach Greater Nashville
and the Great Mid South
don't guess—go **CBS**
on Channel 5

See the Katz man for complete
availabilities market data.

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
National Representatives:
The Katz Agency

Hurst & McDonald, Chicago, elected vice president.

Donald E. Smith, formerly senior account executive, Baker Adv. Agency, Toronto, to Kenyon & Eckhardt Ltd., same city, as vice president and general manager.

William L. Bourke Jr. and **Robert V. Frey,** both formerly with John Shrager Inc., N. Y., to F. Arthur Caso Inc., same city, as senior account executive and radio-tv director, respectively.

James F. Reynolds, formerly account executive, Howard H. Monk & Assoc., Rockford, Ill., to Charles Bowes Adv., L. A., in same capacity.

Bill Chase to Tatham-Laird Inc., Chicago, as account manager.

Archie Foster, formerly vice president and executive committee member, Cecil & Presbrey, N. Y., to Ted Bates, same city, as contact executive.

Malcolm J. Goldie, general manager, laboratories div., Van Camp Sea Food Co. (Chicken of the Sea Tuna), Terminal Island, Calif., appointed sales and advertising director; **Clarence J. Harris,** sales promotion manager, appointed sales manager.

E. W. Falk, formerly plastics sales engineer, General Electric Co., N. Y. office, appointed commercial engineer, Mycalex Corp. of America, Clifton, N. J.

MR. FALK

Franklin J. Cornwell appointed advertising and sales promotion director, merchandising div., Monsanto Chemical Co., St. Louis; **Edward L. Hodge** appointed general manager of sales of div.; **Claude T. Bowen** appointed appliance sales manager; **Harry H. Balthaser** appointed grocery sales manager; **Tom E. Graham** appointed assistant to Mr. Hodge; **Joseph R. Larson** appointed sales promotion manager, advertising and sales promotion dept. of div.; **Frederick T. Lichirie** appointed promotion manager for new products, advertising and sales promotion department.

William T. Reedy, promotion manager, Hixson & Jorgensen Inc., L. A., to Rose Marie Reid, L. A. swimsuit manufacturer, as advertising manager, succeeding **Alicia Kay Smith,** former publicity-advertising manager, who will handle publicity exclusively.

Barbara Cameron, executive secretary, Enterprise Adv. Agency, L. A., to James P. Shelley & Assoc., same city, as office manager and executive secretary.

Lynn H. Hall to Morton & Stanton, Portland, Ore., as production manager.

Charles Bigelow, research associate, Facts Consolidated, L. A., and instructor, U.S.C. extension div. course in psychological methods of measuring public opinion, to McCann-Erickson, same city, as research director.

Sam R. Zaiss, manager, public relations dept., Rexall Drug Co., L. A., appointed assistant advertising manager, Tidy House Products Co., Shenandoah, Iowa.

Arthur Stern, art director, Factor-Breyer Inc. (now Doyle Dane Bernbach Inc.), L. A., to Rhoades & Davis, same city, as art director and production supervisor.

David Dippel appointed assistant art director, Shappe, Wilkes, Gilbert & Groden Inc., N. Y.; **Emory Powers** to agency's copy department.

Helen Davis, formerly timebuyer, Weiss & Geller, Chicago, to Clinton E. Frank, same city, in same capacity; **Rue Dolan,** formerly copywriter, Ruthrauff & Ryan, N. Y., to Frank agency in same capacity.

Robert Wechsler, public information director, National Assn. for Mental Health, N. Y., to Benton & Bowles, same city, publicity-promotion staff.

Betty Morse, account executive and copywriter, W. B. Doner & Co., Chicago, to copy dept., Grant Adv., same city.

Roxane Cotsakis, Compton Adv., N. Y., and **Stephen C. Birmingham,** advertising dept., Gimbel Bros., Phila., to copy dept., Doherty, Clifford, Steers & Shenfield, N. Y.

Allen Gray and **Richard L. Olanoff** to radio-tv staff, Aitkin-Kynett Co., Phila.; **Din Jillson** to agency.

C. Robert Gruver, formerly assistant to general sales manager, Adam Scheidt Brewing Co., Norristown, Pa., to public relations staff, Gray & Rogers, Phila.

Ben R. Donaldson, director, institutional adv., Ford Motor Co., Dearborn, Mich., and treasurer, Adv. Federation of America, elected to newly-created position, vice chairman, AFA; **Franklin R. Hawkins,** advertising director, Libbey-Owens-Ford Glass Co., Toledo, Ohio, elected to succeed Mr. Donaldson as treasurer.

John H. Platt, vice president and advertising and public relations director, Kraft Foods Co., Chicago, and **George C. Dibert,** vice president, J. Walter Thompson, Chicago, elected chairman and vice chairman, respectively, of Audit Bureau of Circulation.

Phil Dexheimer, account executive, KBIG Avalon, Calif., elected president, U. of Southern California alumni chapter, Alpha Delta Sigma, national advertising fraternity, with **Norman Moeller,** president, Moeller & Shedd Advertising, L. A., as first vice president; **Walton E. Brown,** advertising manager, Northrup Aircraft Inc., Hawthorne, Calif., alumni affairs vice president; **James Frost,** director of sales development, CBS Hollywood, campus affairs vice president; **Joe Mohl,** account executive, Ross Roy Inc., Hollywood, secretary; **Thomas O'Connor,** account executive, McCarty Co., L. A., treasurer.

William Bell, writer, McCann-Erickson, Chicago, and **Lee Phillip,** WBBM-TV there, were married Oct. 23.

AGENCY SHORTS

Phil D. McHugh Co., L. A., becomes McHugh-Cather Adv. Agency, with new offices at 186 N. Canon Dr., Beverly Hills; telephone: Bradshaw 2-0233. Mr. McHugh, former radio-tv executive, becomes president while Myers B. Cather, account executive, becomes vice president and a principal.

J. W. Nides Co., Beverly Hills, Calif., merges with **Mort Goodman Adv.,** L. A., under Goodman firm name, with new offices at 614 S. San Vicente Blvd.; telephone: Webster 8-3993. Mr. Goodman is president and Mr. Nides executive vice president.

NTA to Distribute 'Trouble With Father'

NATIONAL TELEFILM ASSOC. Inc., New York, announced last week it has signed agreements with Hal Roach Jr.-Roland Reed Productions to distribute *Trouble With Father,* starring Stu Erwin, in the more than 200 markets in which the series has not been shown.

The transaction involves the 104 half-hour episodes of the series, which already have been produced. For several years, the program had been sponsored by General Mills in a varying number of markets, and currently Chesterfield is sponsoring first-run episodes in 60 markets. NTA stressed that these episodes are not involved in the new agreement.

NTA also reported that it is in negotiations for a national sale of *The Country Doctor,* starring Charles Coburn, under the terms of an agreement reached recently with Desilu Productions. Though NTA's transaction with Desilu covers a short-term period, a spokesman for the company said that NTA has offered to finance the major part of the production of 39 half-hours in this series in the event that a national sale is not achieved and a decision is made to offer it on a regional and local basis.

It was explained that the latter arrangement would commit Desilu to supply "end" money and completion of production funds. The 39-part series, an NTA spokesman said, carries a production budget of "well over $1 million."

Screen Gems Plans Series for Falstaff

PLANS for production after the first of the year of a major tv film series for Falstaff Brewing Co., by Screen Gems, are being announced today (Monday).

An agreement between Screen Gems, tv subsidiary of Columbia Pictures Corp., and Falstaff Brewing (Falstaff beer) provides for a 52-week, half-hour dramatic film series which is expected to be aired about Oct. 1, 1955. As yet untitled, the new series will be Screen Gems' sixth major tv program.

The Falstaff series will be "a dramatic anthology" and will feature top names as stars, writers and directors, according to Screen Gems, which will produce the films at Columbia Studios in Hollywood.

The program will be shown in about 40 cities in the Midwest, Southwest and Far West where Falstaff beer has its principal distribution. Screen Gems will syndicate the series to other local and regional advertisers in the other sections.

The agreement for the films was negotiated by Dancer-Fitzgerald-Sample, Falstaff's agency, which was represented by Al Kabaker, vice president in charge of radio and tv. General Artists Corp. represented Screen Gems.

Prockter, Stephens, Conne Buy American Natl. Studios

GROUP, headed by Bernard Prockter, William Stephens and Edward Conne, has purchased the American National Studios, Hollywood, for an undisclosed sum, buying out the remaining members of the syndicate, which took over the former Eagle-Lion Studios from Chesapeake Industries last January [B•T, Dec. 21, 1953].

Option price of $401,000 has been paid by Mr. Prockter, ANS president and executive producer; Mr. Conne, vice president in charge of the studio; Mr. Stephens, studio manager in

charge of physical production, and a group of New York real estate men. In buying out the other stockholders, including Fred Levy Jr., Edwin Pauley, Daniel Reeves and Bob Hope, the operation of the studio will in no way be changed, according to Mr. Stephens. The syndicate reportedly has made a 30% profit on the original purchase price of $1,100,000.

Currently in production by ANS is the ABC-TV *Treasury Men in Action* with additional programs to be announced shortly. Also filmed on the lot are NBC-TV's *Medic* and *Dear Phoebe*.

Federal Telefilms Sues For Cut in 'North' Series

SUIT for declaratory judgment was filed Tuesday in Los Angeles Superior Court by Federal Telefilms Inc. against John W. Loveton, Virginia F. Loveton, Advertisers Television Program Service Inc. and three John Does. Involving re-runs of the *Mr. and Mrs. North* half-hour tv film series, the suit charges the sum received by the plaintiff last August, which purported to be 15% of the distribution proceeds, was in reality arrived at after Mr. Loveton had deducted 30% for distribution fees. The complaint contends that Federal Telefilms is entitled to its 15% "off the top."

Fox Studios Sale Pends

SALE of 20th Century-Fox's little-used studios at Sunset Blvd. and Western Ave., Hollywood, to the Roller Derby group definitely is pending, according to a 20th-Fox spokesman. Roller Derby, operators and organizers of track roller skating teams throughout the country, plans to use the studios for tv film production of its own and other producers' projects, it is understood.

L. A. Ad Club Briefed On Plans of 'Disneyland'

DESPITE eight months' preparation, Walt Disney Studios seemingly jumped into tv overnight, according to Hal Adelquist, studio production coordinator, who discussed "Disneyland" before the Los Angeles Ad Club last Tuesday at the Hotel Statler. Saying that the production of ABC-TV *Disneyland* series is being approached with the producer's "characteristic perfectionism," he said that there are 10 units at work on 22 programs. Four programs have been completed with dubbing currently in progress on two more films. Mr. Adelquist gave members a description of the upcoming programs and showed portions of the first film in the series, which started on ABC-TV last Wednesday.

Speaking on Disneyland, the $9 million amusement park now under construction in Southern California, Sandy Cummins, liaison between ABC-TV and Walt Disney Studios, said that the program will emanate from the park starting with the first show of the 1955 fall season. Of major interest to his audience was the fact that numerous advertisers will sponsor stores and displays in the amusement center.

BIB Directory Advises Checking Film Ownership

ADVERTISERS should check carefully the ownership of television feature films they use since some organizations are distributing films that have outlived their copyrights, according to the latest issue of *Tv Film Program Directory—Feature Film*, released last week.

The directory, published by Broadcast Information Bureau, New York, lists 3,046 feature films available for television, plus 992 "westerns." Julienne Dupuy, editor, noted that the current directory has omitted more than 500 titles that appeared in previous editions because "the quality now has been judged insufficient for telecasting."

BERT KENT (2d l), chairman of the board of P. Lorillard Co., is entertained on Hollywood tv sound stage by Ralph Cohn (l), vice president and general manager of Screen Gems Inc. Others in the group are (l to r) Manuel Yellen, West Coast sales manager, P. Lorillard Co.; Eugene B. Rodney, producer, and Norman Blackburn, executive director, both Screen Gems. P. Lorillard Co., for its Kent cigarettes, sponsors Screen Gems' CBS-TV series *Father Knows Best* (Sundays, 10 p.m.).

FILM SALES

Richard H. Ullman Inc., Buffalo, N. Y., announces *Ad-I-Mation* series of 240 fully animated film clips has been sold or renewed with WGR-TV Buffalo, N. Y., WDXI-TV Jackson, Tenn., WMCT (TV) Memphis, Tenn., WQXI-TV Atlanta, Ga., and Louis E. Wade Inc. (adv.), Fort Wayne, Ind.

Walter Schwimmer Productions Inc., Chicago, has announced sales of its *Championship Bowling* film series to WBKB (TV) Chicago, WTVP (TV) Decatur, Ill., WMUR-TV Manchester, N. H., WSBT-TV South Bend, Ind., KOVR (TV) Stockton, Calif., WFIE (TV) Evansville, Ind., WHIZ-TV Zanesville, Ohio, KFEL-TV Denver, WICU (TV) Erie, Pa., KLIX-TV Twin Falls, Idaho, and KULA-TV Honolulu.

Winik Films Corp., N. Y., has announced sales of its *Madison Square Garden* tv film series for 26 weeks, starting tomorrow (Tues.), to KFEL-TV Denver, WLAC-TV Nashville, KGGM-TV Albuquerque, KMID-TV Midland, Tex., KFIA (TV) Anchorage, Alaska, CBUT (TV) Vancouver, B. C., and CFCM-TV Quebec.

WTHN-AM-FM Huntington, W. Va., has announced signing contracts with RadiOzark Enterprises, Springfield, Mo., and Frederic W. Ziv Co., Cincinnati, for *Tennessee Ernie Show* and *Mr. District Attorney*, respectively.

RANDOM SHOTS

Demby Productions Inc., N. Y., is providing script service for dramatic tv programs, including writing, editing and research.

Television Film Productions has moved to 331 East Town, Columbus 15, Ohio. Richard C. Robbins, formerly with WBNS-TV and WTVN-TV Columbus, has been appointed technical advisor of TFP in conjunction with film production for Ohio Dept. of Highway Safety.

FILM PEOPLE

Edward Yuhl elected vice president, Mercury-International Pictures Inc., Hollywood, and will serve as general production executive.

George Bagnall, president, George Bagnall & Assoc., Beverly Hills, Calif., elected to board of directors, Cathedral Films, Burbank, Calif.

Ted Lowry, formerly with Wilding Picture Productions, Chicago, to Dekko Films, Boston, as creative department head.

John C. Alicoate, formerly N. Y. office head, TeeVee Co., Beverly Hills, Calif., appointed eastern sales manager, Telefilm Enterprises, N. Y.; **Alexander J. Cline,** formerly traffic manager, Shell Oil Co., N. Y., to Telefilm as film traffic manager.

Robert Gannon, director-cameraman, Consolidated Vultee Aircraft Corp. (Convair motion picture division), Burbank, Calif., and **Marjorie Howe,** formerly with Cascade Pictures, Culver City, Calif., to Tv Spots Inc., Hollywood, in same capacity and as production coordinator respectively.

Liberace, star of *Liberace*, syndicated tv film series, signed by Warner Bros. to star in "Sincerely Yours" feature film.

BIG POWER BOOST COMING!

A Booster for our Rooster!

New 316 kilowattage coming up!

Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary

RETAIL DEALERS PREFER TV TO MOVE GOODS—ICR SURVEY

Study, conducted for CBS-TV by Institute of Communications Research, reveals that 63% of dealers questioned would have the national advertiser use tv in preference to other advertising media.

AMONG retail dealers, 63% look upon television as the medium through which the national advertiser can best help them move his goods.

If they were allocating a million-dollar national advertising budget, these dealers would put $430,000 of it into television, splitting the rest among five other national media.

These are highlight details of a survey, conducted for CBS-TV by the Institute of Communications Research, which also showed that radio, ranking next to newspapers (or in) third place on the most-preferred list, would receive $150,000 of that hypothetical million-dollar national advertising budget.

The study is based on answers given by 3,100 dealers in 17 cities across the country last February-March. There were answers from 1,000 grocers, 1,000 druggists, 500 gasoline dealers, 300 new car dealers, and 300 appliance dealers. The dealers were given a list of six major media (the order in which the media were listed was changed from one interview to the next) and asked two questions:

1.) Which one of these types of advertising placed by the manufacturer helps you the most in selling advertised brands to your customers?

2.) You know that millions of dollars are spent on national advertising. Suppose that a manufacturer with a million dollars to spend left it up to you to decide how that million dollars should be divided. Just how much would you spend in each of these six ways of national advertising?

In evaluating media helpfulness in moving advertised brands, 63% of the dealers put tv at the top of the list; 23% ranked newspapers first; 5% rated radio ahead; 4%, magazines; 3%, billboards, and 2%, Sunday supplements.

In allocating the manufacturer's million-dollar budget, the dealers said they would put $430,000 into television; $210,000 into newspapers; $150,000 into radio; $90,000 into magazines and $60,000 each into billboards and Sunday supplements. Incorporated into a presentation for the use of CBS-TV salesmen, the study showed that "all five retail groups prefer television," as indicated in the following table:

PERCENTAGE OF EACH GROUP RANKING THE VARIOUS MEDIA FIRST:

	Grocers	Druggists	Gas Dlrs.	New Car Dlrs.	App. Dlrs.
Television	72	75	64	50	51
Newspapers	22	13	12	36	30
Radio	3	6	11	4	3
Magazines	1	3	2	5	9
Sunday supplements	1	1	1	2	6
Billboards	1	2	10	3	1

"Compared to the second-ranking medium," the presentation notes, "television is the first choice of more than three times as many grocers . . . more than five times as many druggists . . . more than five times as many gasoline dealers . . . more than one and one-third times as many new car dealers . . . more than one and two-thirds times as many appliance dealers."

The study also noted that television gets first preference regardless of the size of the retail outlet. In a further breakdown, it pointed out that the more the dealers watch, the more they are inclined to rank it first, but that "even those who 'watch least' (those who had not looked at tv the day before the interview) voted it most efficient." Additionally, both chain stores and independents ranked tv on top (65% of chain grocers; 63% of chain druggists; 77% of independent grocers, 81% of independent druggists).

The way in which each group of dealers would distribute a manufacturer's million-dollar budget is shown in the following tables:

	Grocers	Druggists	Gas Dlrs.	New Car Dlrs.	App. Dlrs.
	(Figures in 000's):				
Television	$450	$500	$410	$370	$370
Newspapers	230	180	160	260	260
Radio	150	160	180	120	120
Magazines	70	80	70	120	120
Sunday Supplements	60	50	50	60	80
Billboards	40	30	130	70	50

As in their appraisal of tv's effectiveness, the dealers by all sizes of retail outlets said they would give tv the greatest share of the budget; would give it the most whether they personally watched tv much or little, and would give it a greater share whether they were chain or independent dealers.

BAB Reports Study Of Children's Listening

THE AVERAGE network five-a-week children's radio program in a single month is heard in more than five million radio homes—half the total number of homes in America that have children between the ages of 6 and 12 years—according to the latest cumulative audience study released last week by Broadcast Advertising Bureau, New York. The report has been sent to BAB's member stations.

The size and scope of the children's market available to radio advertisers as well as specifics on listenership to children's programming are covered in the study, titled "The Cumulative Audience of Children's Radio Programs." It is the 12th piece in the BAB series showing the net, or unduplicated, audience for different types of radio programming.

The report is based on data from Nielsen Radio Index. Advertisers and agencies may obtain copies at BAB.

Advertest Research Releases Study on Tv Sporting Events

STUDY of ten televised sports, conducted by Advertest Research, New Brunswick, N. J., reveals that television has been an important factor in increased interest by women in sporting events. The survey, titled "Study of Television Sports Programs" covers interviews with 759 male and female adults in the metropolitan New York area. Also revealed in the study are the following points: (1) approximately half of those interviewed credited tv with increasing their interest in the particular sports; (2) baseball attracts 90% of the male audience, 70% of the female audience, however, 95% of these males are "voluntary" viewers while only 61% of the women watched baseball of their own volition; (3) college football scored the highest percentage of "voluntary" male viewers; (4) horse racing ranked highest for "voluntary" viewing among the female audience; (5) 60% of the men and 70% of the women were satisfied with the number of sporting events on tv, while 32% of the men and 10% of the women thought there should be more televised sporting events.

August Radio Set Shipments Exceed July by 54,000

AUGUST shipments of radio sets to dealers (auto sets not included) totaled 392,652 radios compared to 338,572 in July, according to Radio-Electronics-Tv Mfrs. Assn. Shipments for the first eight months of 1954 totaled 3,054,998 radios, according to RETMA. Following are radio set shipments to dealers by states for the first eight months of 1954:

State	Total	State	Total
Alabama	34,388	Nevada	3,097
Arizona	14,759	New Hampshire	8,178
Arkansas	19,227	New Jersey	149,205
California	232,882	New Mexico	8,426
Colorado	19,638	New York	530,274
Connecticut	56,099	North Carolina	52,637
Delaware	6,542	North Dakota	9,315
District of Columbia	29,941	Ohio	184,696
Florida	67,971	Oklahoma	25,217
Georgia	51,029	Oregon	19,349
Idaho	6,226	Pennsylvania	213,348
Illinois	211,875	Rhode Island	16,339
Indiana	55,985	South Carolina	23,436
Iowa	34,047	South Dakota	9,989
Kansas	23,741	Tennessee	43,566
Kentucky	34,983	Texas	133,202
Louisiana	40,575	Utah	9,568
Maine	14,441	Vermont	5,178
Maryland	52,616	Virginia	47,011
Massachusetts	119,857	Washington	45,184
Michigan	139,280	West Virginia	19,638
Minnesota	45,726	Wisconsin	62,565
Mississippi	20,011	Wyoming	3,821
Missouri	71,500		
Montana	9,286		
Nebraska	18,908	GRAND TOTAL	3,054,998

CBS' Marciano-Charles Bout Tops Nielsen Radio Ratings

FAR OUTPULLING any other radio show during the two weeks ending Sept. 25, according to the latest Nielsen rating, was the Marciano-Charles bout which was not shown on home tv. Only non-CBS-NBC program to show up in the ratings was MBS' *The Shadow*.

Rank	Program	Homes (000)
	Evening, Once-A-Week (Average for all programs)	(1,353)
1.	Marciano-Charles Bout (CBS)	10,589
2.	People Are Funny (NBC)	2,519
3.	Gunsmoke (CBS)	2,332
4.	Dragnet (NBC)	2,286
5.	You Bet Your Life (NBC)	2,239
6.	Lux Radio Theatre (NBC)	2,146
7.	Bergen & McCarthy (CBS)	2,099
8.	One Man's Family (NBC)	2,052
9.	Roy Rogers Show (NBC)	2,006
10.	My Little Margie (CBS)	1,912
	Evening, Multi-Weekly (Average for all programs)	(1,026)
1.	Amos 'n' Andy (CBS)	1,679
2.	News of the World (NBC)	1,586
3.	One Man's Family (NBC)	1,586
	Weekday (Average for all programs)	(1,493)
1.	Ma Perkins (CBS)	2,472
2.	This Is Nora Drake (Toni) (CBS)	2,332
3.	Road of Life (CBS)	2,286
4.	Stella Dallas (Sterling) (NBC)	2,286
5.	Helen Trent (Participating) (CBS)	2,286
6.	Young Dr. Malone (CBS)	2,239
7.	Guiding Light (CBS)	2,239
8.	Helen Trent (Amer. Home) (CBS)	2,192
9.	Young Widder Brown (Sterling) (NBC)	2,192
10.	This Is Nora Drake (Bristol-Myers) (CBS)	2,192
	Day, Sunday (Average for all programs)	(560)
1.	Robert Trout-News (2:30) (CBS)	1,073
2.	Shadow, The (MBS)	1,073
3.	Sunday Gatherin' (CBS)	1,026
	Day, Saturday (Average for all programs)	(933)
1.	Stars Over Hollywood (CBS)	1,819
2.	City Hospital (CBS)	1,679
3.	Galen Drake (Tasti-Diet) (CBS)	1,493

Everyone has something he does best...

Special jobs—whether repairing power lines or representing television stations—are best done by those with specialized abilities.

We believe in the principle of specialization and apply it wholeheartedly. As the *first* and *only* representative whose sole concern is the TV medium, we bring our abilities and experience exclusively to the needs of the quality television stations below. If you, too, believe that single responsibility produces sounder results, there may be other reasons for learning more about each other.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

NETWORKS' GROSS TIME SALES IN AUGUST EXCEEDED SAME MONTH IN 1953 BY 19%

PIB statistics also show that in August both radio and tv had an increase over July. Tops in both radio and television: P&G. Second in tv was Gillette. In radio it was Miles Labs.

GROSS NETWORK times sales last August showed considerable increases in combined totals over the same period last year, according to compilations based on Publishers Information Bureau reports.

These trends in percentages were marked:

- Combined network time sold in August was nearly 19% above August of last year.
- For the eight months, Jan.-Aug., of this year, the combined network time sold was more than 10% above the similar period last year.
- Compared to July 1954, the August total of gross radio network time sales maintained its level (actually showing about a 0.5% increase) while the total of gross tv time sales was 3% ahead.

In the top 10 list of advertisers for August, the only change from the preceding month was the addition of Swift & Co. in radio, replacing General Foods. Tv's top 10 were the same.

Comparing the top 10 last August to those for the same month a year ago, General Mills, P. Lorillard and Swift & Co. replaced General Foods, Manhattan Soap and Kaiser Motors in radio. A reshuffling of three advertisers in the top 10 tv listing also occurred in August compared to the same month a year ago: Chrysler Corp., General Electric and General Mills replacing Liggett & Myers, Lever Bros. and Philip Morris.

Leading Tv Network Advertisers By Product Groups During August, 1954

Agriculture & Farming	Cooper, Williams & Nephews Inc.	$ 8,018
Apparel, Footwear & Access.	International Shoe Co.	55,337
Automotive, Auto Access. & Equip.	Chrysler Corp	620,421
Beer, Wine & Liquor	Pabst Brewing Co.	219,840
Bldg. Materials, Equip. & Fixtures	Fedders-Quigan Corp.	20,868
Confectionery & Soft Drinks	Pepsi-Cola Co.	128,100
Consumer Services	American Express Co.	38,396
Drugs & Remedies	Serutan Co.	408,598
Entertainment	Loew's Inc.	7,240
Food & Food Products	General Foods	817,664
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	131,082
Household Equip. & Supplies	General Electric Co.	558,263
Household Furnishings	Pacific Mills	56,335
Industrial Materials	Reynolds Metals Co.	174,030
Insurance	Mutual Benefit Health & Accident Assn.	57,410
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	54,230
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	77,373
Publishing & Media	Family Circle Inc.	4,116
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	227,375
Smoking Materials	R. J. Reynolds Tobacco Co.	992,153
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,775,569
Toiletries & Toilet Goods	Gillette Co.	1,341,292
Transportation, Hotels & Resorts	Pan American World Airways	56,970
Miscellaneous	Quaker Oats Co.	107,493

Leading Radio Network Advertisers By Product Groups During August, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,423
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	31,327
Automotive, Auto Access. & Equip.	General Motors Corp.	266,246
Beer, Wine & Liquor	Anheuser-Busch Inc.	153,062
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	103,486
Confectionery & Soft Drinks	William Wrigley Jr. Co.	170,801
Consumer Services	Am. Tel. & Tel. Co.	78,426
Drugs & Remedies	Miles Labs	440,149
Food & Food Products	General Mills	327,692
Gasoline, Lubricants & Other Fuels	The Texas Co.	143,656
Household Equipment & Supplies	Philco Corp.	78,140
Industrial Materials	Reynolds Metals Co.	6,900
Insurance	Prudential Ins. Co. of America	68,638
Jewelry, Optical Goods & Cameras	Quality Goods Mfrs. Inc.	11,221
Office Equip., Writing Supplies & Stationery	Minnesota Mining & Mfg. Co.	68,904
Publishing & Media	First Church of Christ Scientist	17,638
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	72,451
Smoking Materials	P. Lorillard Co.	281,458
Soaps, Cleansers & Polishes	Procter & Gamble Co.	551,794
Toiletries & Toilet Goods	Gillette Co.	412,311
Transportation, Hotels & Resorts	State of Florida	33,000
Miscellaneous	A. F. of L.	116,572

Top Ten Radio Network Advertisers In August, 1954

1.	Procter & Gamble Co.	$ 913,733
2.	Miles Labs	440,149
3.	Gillette Co.	412,311
4.	General Motors Co.	334,711
5.	General Mills	334,523
6.	Colgate-Palmolive Co.	316,169
7.	Lever Brothers	284,069
8.	P. Lorillard Co.	281,458
9.	Sterling Drug Co.	266,006
10.	Swift & Co.	231,818

Top Ten Tv Network Advertisers In August, 1954

1.	Procter & Gamble Co.	$2,006,051
2.	Gillette Co.	1,341,292
3.	Colgate-Palmolive Co.	1,213,313
4.	R. J. Reynolds Tobacco Co.	992,153
5.	American Tobacco Co.	871,975
6.	General Foods Corp.	817,664
7.	Chrysler Corp.	620,421
8.	P. Lorillard Co.	614,252
9.	General Mills	563,034
10.	General Electric Co.	558,263

Gross Tv Network Time Sales by Product Groups for August and January-August, 1954, Compared to 1953

	August 1954	Jan.-Aug. 1954	August 1953	Jan.-Aug. 1953
Agriculture & Farming	$ 8,018	$ 91,510	$ ——	$ 4,303
Apparel, Footwear & Access.	176,241	1,968,641	117,614	1,523,655
Automotive, Auto Access. & Equip.	1,933,657	17,614,552	1,543,040	11,884,278
Beer, Wine & Liquor	622,113	4,531,509	367,757	3,163,068
Bldg. Materials, Equip. & Fixtures	27,309	975,461	——	136,655
Confectionery & Soft Drinks	239,980	3,797,248	231,014	3,457,310
Consumer Services	76,220	553,196	25,512	393,102
Drugs & Remedies	1,137,254	8,940,968	561,749	5,701,429
Entertainment	7,240	7,240	11,428	11,428
Food & Food Products	5,203,210	40,296,679	3,347,824	25,641,816
Gasoline, Lubricants & Other Fuels	228,298	2,022,256	121,532	1,909,784
Horticulture	——	23,406	——	6,113
Household Equip. & Supplies	1,810,855	16,517,742	1,319,164	11,360,479
Household Furnishings	147,659	2,559,674	24,370	1,554,885
Industrial Materials	408,562	3,853,275	150,557	2,712,676
Insurance	57,410	1,015,337	106,282	786,114
Jewelry, Optical Goods & Cameras	88,324	1,665,080	135,193	1,744,582
Office Equip., Stationery & Writing Supplies	272,165	2,994,471	95,652	847,316
Publishing & Media	7,922	88,400	18,372	203,130
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	273,713	5,155,710	252,328	2,321,841
Retail Stores & Direct by Mail	——	42,345	——	23,175
Smoking Materials	3,559,233	27,827,077	2,979,051	22,810,870
Soaps, Cleansers & Polishes	2,798,209	22,057,039	1,889,385	14,341,635
Sporting Goods & Toys	——	42,502	——	51,723
Toiletries & Toilet Goods	4,366,977	29,537,877	2,822,860	22,983,868
Transportation, Hotels & Resorts	56,970	694,400	——	222,774
Miscellaneous	157,392	1,749,193	155,277	1,484,076
TOTALS	$23,664,931	$196,622,788	$16,275,961	$137,282,085

Source: Publishers Information Bureau.

Gross Radio Network Time Sales by Product Groups for August and January-August, 1954, Compared to 1953

	August 1954	Jan.-Aug. 1954	August 1953	Jan.-Aug. 1953
Agriculture & Farming	$ 41,254	$ 574,075	$ 95,347	$ 791,392
Apparel, Footwear & Access.	42,548	387,315	34,765	644,437
Automotive, Auto Access. & Equip.	793,859	6,583,729	678,889	4,377,526
Beer, Wine & Liquor	364,166	2,271,737	129,700	1,162,042
Bldg. Materials, Equip. & Fixtures	111,719	1,172,274	200,361	908,638
Confectionery & Soft Drinks	364,166	2,271,737	232,657	2,039,307
Consumer Services	128,848	922,991	151,524	1,617,021
Drugs & Remedies	1,001,656	11,983,004	1,434,597	14,302,943
Entertainment	——	269	——	——
Food & Food Products	2,087,751	19,371,251	2,456,575	24,080,891
Gasoline, Lubricants & Other Fuels	451,256	3,717,968	396,179	3,276,989
Horticulture	——	124,643	——	107,324
Household Equip. & Supplies	249,235	2,537,028	532,311	4,822,833
Household Furnishings	——	224,901	169,219	1,414,003
Industrial Materials	6,900	393,067	5,404	739,231
Insurance	184,946	1,514,840	234,159	1,395,598
Jewelry, Optical Goods & Cameras	11,221	749,858	19,500	565,370
Office Equip., Stationery & Writing Materials	68,904	824,764	——	366,312
Political	——	302	——	——
Publishing & Media	18,138	422,727	17,854	149,948
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	84,823	1,237,048	217,745	1,545,665
Retail Stores & Direct by Mail	——	——	1,545	10,506
Smoking Materials	612,733	6,987,148	875,960	10,123,313
Soaps, Cleansers & Polishes	1,017,624	9,797,316	1,268,219	10,176,561
Sporting Goods & Toys	——	294	——	——
Toiletries & Toilet Goods	1,244,996	13,338,827	1,964,739	17,926,953
Transportation, Hotels & Resorts	42,280	695,064	79,241	554,708
Miscellaneous	840,780	6,099,467	509,804	3,602,344
TOTALS	$ 9,629,232	$93,755,875	$11,706,295	$106,701,855

Source: Publishers Information Bureau.

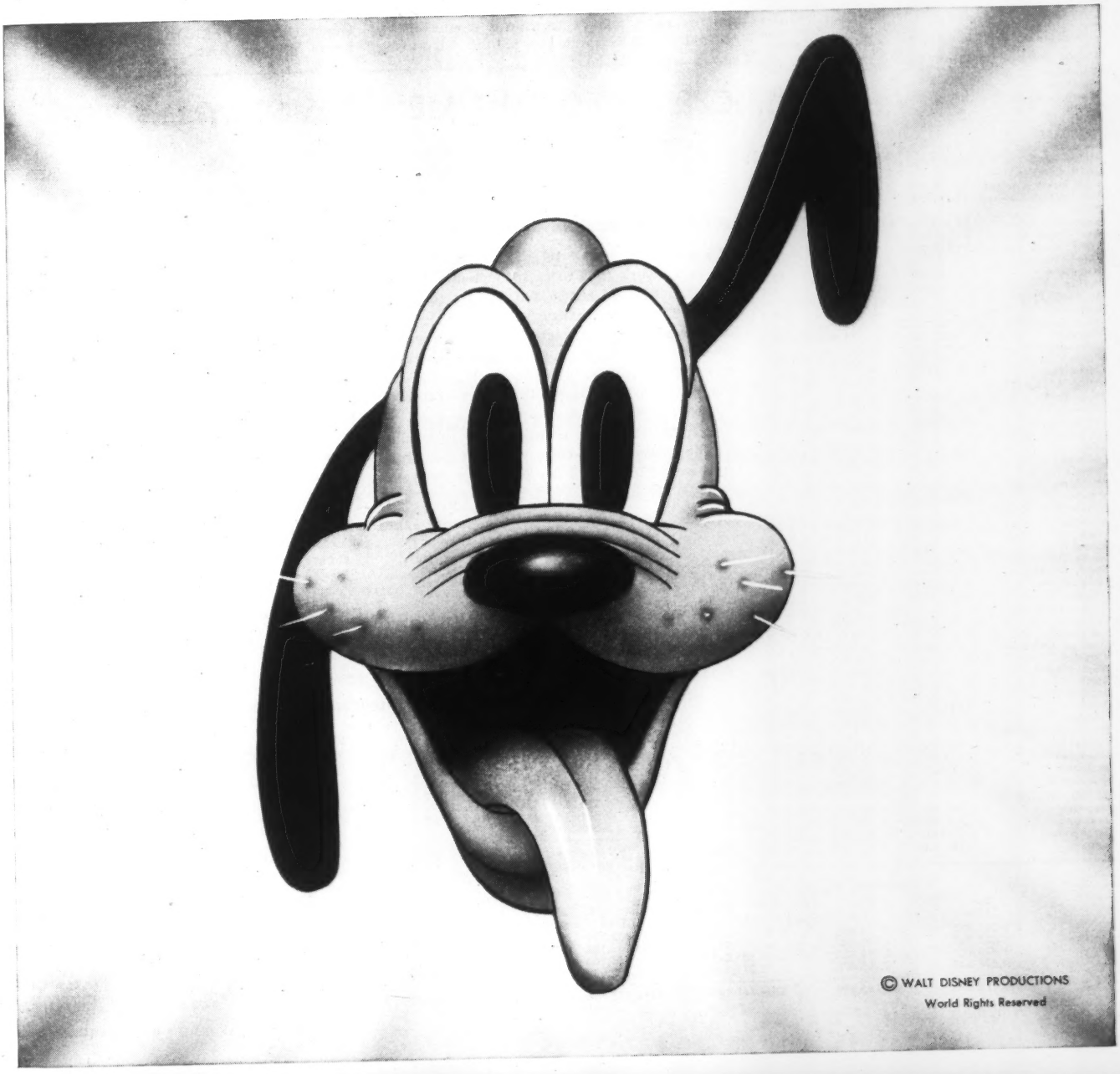
HOT DOG!

ABC brings Walt Disney to TV. . . and Disney brings new sponsors to ABC

Last Wednesday you saw ABC's latest premiere of the fall season and the most eagerly awaited: Walt Disney's "Disneyland." Here's a show that literally has everything: fantasy, realism, adventure, documentary . . . and three alert sponsors (two new to the network) who signed up practically before the ink was dry on the storyboards. What a show! What a showman! What a fitting climax to a Fall season filled with new programs, new sponsors, new excitement on ABC!

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



Census Bureau Figures Show West Gained Most

NEVADA, Arizona and Florida led the nation in their percentage population gain between the time the last census was taken in April 1950, and July 1, 1954, according to provisional estimates issued by the Census Bureau.

Taking the figures by regions, the West was found to have the largest percentage gain, 13.9%. Largest gain in actual population, by states, was recorded in California where 1,800,000 persons were added in the four-year period. Florida ranked second with an increase of 707,000 persons.

The estimate for each state was obtained "by adding to the civilian population on April 1, 1950, an estimate of births, (2) adding or subtracting an estimate of net civilian migration, and (3) subtracting estimates of civilian deaths and of the movement of civilians into the Armed Forces," according to the Census Bureau.

Following are estimates by regions, divisions and states (persons in the armed forces stationed in each area are excluded):

Region and State	July 1, '54	April 1, '54	Percent Increase Decrease
United States	[1]159,084,000	149,634,000	+6.3
REGIONS:			
Northeast	41,029,000	39,344,000	+4.3
North Central	46,901,000	44,369,000	+5.7
South	49,214,000	46,653,000	+5.5
West	21,940,000	19,269,000	+13.9
NORTHEAST:			
New England	9,732,000	9,261,000	+5.1
Middle Atlantic	31,297,000	30,083,000	+4.0
NORTH CENTRAL:			
East North Central	32,427,000	30,337,000	+6.9
West North Central	14,474,000	14,032,000	+3.1
SOUTH:			
South Atlantic	22,398,000	20,860,000	+7.4
East South Central	11,553,000	11,412,000	+1.2
West South Central	15,263,000	14,380,000	+6.1
WEST:			
Mountain	5,634,000	5,021,000	+12.2
Pacific	16,306,000	14,248,000	+14.4
NEW ENGLAND:			
Maine	916,000	912,000	+0.4
New Hampshire	528,000	531,000	—0.7
Vermont	383,000	378,000	+1.5
Massachusetts	4,906,000	4,665,000	+5.2
Rhode Island	790,000	774,000	+2.1
Connecticut	2,210,000	2,001,000	+10.4
MIDDLE ATLANTIC:			
New York	15,368,000	14,801,000	+3.8
New Jersey	5,174,000	4,802,000	+7.8
Pennsylvania	10,755,000	10,480,000	+2.6
EAST NORTH CENTRAL:			
Ohio	8,535,000	7,938,000	+7.5
Indiana	[2] 4,203,000	3,932,000	+6.9
Illinois	9,106,000	8,672,000	+5.0
Michigan	7,010,000	6,361,000	+10.2
Wisconsin	3,574,000	3,433,000	+4.1
WEST NORTH CENTRAL:			
Minnesota	3,098,000	2,981,000	+3.9
Iowa	2,636,000	2,621,000	+0.6
Missouri	4,115,000	3,952,000	+4.1
North Dakota	635,000	620,000	+2.6
South Dakota	659,000	650,000	+1.5
Nebraska	1,358,000	1,322,000	+2.8
Kansas	1,972,000	1,887,000	+4.5
SOUTH ATLANTIC:			
Delaware	362,000	318,000	+13.8
Maryland	2,522,000	2,306,000	+9.4
Dist. of Columbia	820,000	769,000	+6.6
Virginia	3,418,000	3,220,000	+6.1
West Virginia	1,946,000	2,005,000	—2.9
North Carolina	4,162,000	4,014,000	+3.7
South Carolina	2,171,000	2,096,000	+3.6
Georgia	3,561,000	3,402,000	+4.7
Florida	3,436,000	2,729,000	+25.9
EAST SOUTH CENTRAL:			
Kentucky	2,928,000	2,913,000	+0.5
Tennessee	3,344,000	3,281,000	+1.9
Alabama	3,100,000	3,053,000	+1.5
Mississippi	2,180,000	2,164,000	+0.7
WEST SOUTH CENTRAL:			
Arkansas	1,891,000	1,908,000	—0.9
Louisiana	2,901,000	2,670,000	+8.6
Oklahoma	2,232,000	2,218,000	+0.6
Texas	8,240,000	7,584,000	+8.6
MOUNTAIN:			
Montana	624,000	589,000	+5.9
Idaho	611,000	588,000	+3.9
Wyoming	302,000	282,000	+7.2
Colorado	1,408,000	1,307,000	+7.7
New Mexico	752,000	668,000	+12.7
Arizona	974,000	742,000	+31.3
Utah	753,000	687,000	+9.5
Nevada	209,000	157,000	+33.1
PACIFIC:			
Washington	2,459,000	2,317,000	+6.1
Oregon	1,634,000	1,519,000	+7.6
California	12,213,000	10,413,000	+17.3
Alaska	171,000	108,000	+57.6
Hawaii	484,000	477,000	+1.4
Puerto Rico	2,221,000	2,205,000	+0.7
Canal Zone	42,000	43,000	—3.7
Virgin Islands	22,000	26,000	—16.6

[1] Estimated total population of the United States including Armed Forces overseas for July 1, 1954, is 162,414,000.

[2] Estimated civilian population of Indiana for July 1, 1952, is 4,086,000. This estimate is a revision of the figure published in "Current Population Reports," Series P-25, No. 97, and is based on recently corrected public school data for the State.

Full Politz Report Issued on Set Census

TOTAL of 96.4% of U. S. households have radio or television sets in working order.

This is one of the findings in the full report on the radio and tv set census conducted by Alfred Politz Research Inc. for the Advertising Research Foundation, the ARF said Friday in announcing that the full report—which was summarized by ARF a few weeks ago [B•T, Sept. 27]—had now been published and is being distributed in copyrighted form to all ARF subscribers.

Titled *National Survey of Radio and Television Sets Associated With U. S. Households —May 1954*, the report contains 78 tables. It is based on personal interviews completed in 11,020 households located in 1,014 different sample segments distributed over 140 counties in 70 primary sampling units. The survey was requested and underwritten by ABC, CBS Radio, MBS, NBC, and Broadcast Advertising Bureau, and was supervised and validated by ARF.

Objectives, design and scope of the study were approved by the ARF technical committee under Arno H. Johnson of J. Walter Thompson Co. ARF staff members observed actual interviewing in 25 primary sampling areas across the U. S., and ARF supervision and validation also included the checking of tabulations and the preparation of the report. The committee that supervised the project is headed by Harper Carraine, CBS Radio, and includes G. S. Brady, General Foods; E. L. Deckinger, Biow Co., and Kevin Sweeney, BAB.

CBS RADIO-TV TIME SALES STAY ON TOP

Latest Publishers Information Bureau tabulations show NBC trailing CBS by over 4½ million for September time sales.

CBS continued ahead of NBC in both radio and tv network time sales in September by a combined total of nearly $17 million to more than $12 million, according to Publishers Information Bureau tabulations. These figures, however, representing gross time charges, showed NBC to have narrowed the gap slightly over the $16 million to $10 million recorded in August [B•T, Oct. 4].

Each of the four tv networks showed a gain in billings over September a year ago. Network totals were $26,045,177 for September this year compared to $18,395,406 the same month last year.

ABC Radio, which had showed an increase in radio billings for August over that month last year, again boosted its figure for September over the 1953 September total. Its standing as second place among radio networks in August failed to repeat in September with NBC Radio again assuming that ranking.

ABC Radio continued as the only radio network continuing greater billings in 1954 than in 1953 with a January-September total of $21,697,255 topping slightly its $21,502,319 billings for the same period in 1953.

Total network tv billings for January-September were $222,671,874, well ahead of the $155,921,940 total scored in the similar period last year. Radio network billings for the period showed 1954 to be $104,141,823 compared to $118,853,724 in 1953.

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,218	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,847,837*	1,481,767	2,127,192	9,555,619*
Aug.	2,160,025	3,871,405*	1,476,383	2,075,531	9,583,344*
Sept.	2,267,810	4,083,940	1,523,161	2,598,635	10,473,546
TOTAL	$21,697,255	$41,517,991	$15,555,041	$25,371,536	$104,141,823

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$ 10,713,329	$1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,865,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484*	23,668,840*
Sept.	2,660,601	12,874,533	802,721	9,707,322	26,045,177
TOTAL	$22,693,361	$102,920,404	$8,841,744	$88,208,365	$222,671,874

* Revised as of Oct. 28, 1954.

NETWORK RADIO

	Sept. 1954	Sept. 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
ABC	$ 2,267,810	$ 2,156,806	$ 21,697,255	$ 21,502,319
CBS	4,083,940	4,990,142	41,517,991	45,944,158
MBS	1,523,161	1,792,736	15,555,041	16,755,203
NBC	2,598,635	3,205,675	25,371,536	34,652,044
TOTAL	$10,473,546	$12,145,359	$104,141,823	$118,853,724

NETWORK TELEVISION

	Sept. 1954	Sept. 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
ABC	$ 2,660,601	$ 1,376,017	$ 22,693,361	$ 13,796,753
CBS	12,874,533	8,503,620	102,928,404	67,946,521
DuMONT	802,721	678,302	8,841,744	7,504,178
NBC	9,707,322	7,837,467	88,208,365	66,674,488
TOTAL	$26,045,177	$18,395,406	$222,671,874	$155,921,940

Free KCMO Feature Foods Merchandising makes sales a cinch!

. . . if you're selling a grocery store product in the Kansas City Market. Here's the merchandising you get FREE in 200 high-volume independent and chain markets:

1. Point-of-purchase merchandising—a minimum of 200 store calls in 13 weeks.
2. A minimum of 75 special one-week displays in top-volume stores each 13 weeks.
3. 50 days of Bargain Bar promotions each 13 weeks, plus demonstrating, sampling, couponing, distribution of recipes or product literature.
4. Full reports twice each cycle on all activity in each individual store.

Nothing is left to chance—the KCMO Feature Foods merchandising staff works in the stores, actually handles the promotion, arranges shelf displays and stocks, pushes your product at the Bargain Bar, and reports fully on every step!

Wrap up the Kansas City market now for your product by calling KCMO or your nearest Katz Agency representative.

KCMO Radio-810 kc. 50,000 WATTS
TV-Channel 5

KANSAS CITY, MO.

Affiliated with Better Homes and Gardens and Succesful Farming Magazines—the Katz Agency, representatives

ATTENDANCE UP AT DISTRICT MEETS

Over 100 more delegates registered for the first 15 NARTB district meetings this year than did for the corresponding time last year. District 16 calls for realignment of districts.

MARKED UPTURN in attendance at NARTB district meetings was noted in the last two weeks as the annual autumn schedule neared an end. Total registered attendance of delegates was 1,436 for 15 meetings compared to 1,333 for the same districts last year.

Districts 10 (Iowa, Mo., Neb.), 4 (Va., D. C., N. C., S. C.) and 17 (Wash., Ore., Alaska) showed the largest increases over last year, the increases running 34, 31 and 28 registrants, respectively.

The final leg of the meetings resumes Thursday when District 12 (Kan., Okla.) meets at Ponca City, Okla. Director Cy Casper, WBBZ Ponca City, will be presiding at his first meeting since his election to the post. The 17-meeting series ends Nov. 9-10 when District 13 (Texas) meets at Houston, with Kenyon Brown, KWFT Wichita Falls, as director.

District 16 (Ariz., So. Calif., Nev.) met Monday-Tuesday at Phoenix followed by District 14 (Mountain States) at Denver Thursday-Friday.

DISTRICT 16

REALIGNMENT of the NARTB geographic breakdown of the nation into 17 separate districts was advocated last week as District 16 (Ariz., So. Calif., Nev.) held a Monday-Tuesday meeting at Camelback Inn, Phoenix.

A resolution was adopted asking the NARTB board to re-examine the lineup so districts "conform insofar as possible with areas of common interests and mutual problems." Revised districting has been urged frequently by broadcasters in the last decade, with only minor changes having been made although a number of new breakdowns have been submitted to the board in this period by C. E. Arney Jr., secretary-treasurer.

Albert D. Johnson, KOY Phoenix, presided at the District 17 meeting as district director. Named to the resolutions committee were Cliff Gill, KBIG Hollywood, chairman; Harper Phillips, KVOA Tucson, and Howard Stalnaker, KPHO Phoenix. Other resolutions followed the general pattern of the 1954 series.

E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB board and District 10 director, appeared as radio guest speaker. Calling radio "the new advertising medium," he said 100,920,000 radio sets have been sold in the last five years compared to 28,450,000 tv sets, with radio having 98.3% home saturation compared to 63% for tv. He added that 32% of homes have two radios and 23% three to seven sets, plus 29 million car radios.

Radio is a mature industry, Mr. Hartenbower said, and is growing within the area of its total existing market rather than expanding its boundaries.

Jack Harris, KPRC-TV Houston, appeared as tv guest speaker, a role he had previously filled at the current series in the far West [B•T, Oct. 25]. RCA held its usual coffee club sessions and was host at cocktails. DuMont, too, was host at cocktails.

Taking part in a tv roundtable were Mr. Harris; James T. Aubrey Jr., KNXT (TV) Los Angeles; George Whitney, KFMB-TV San Diego; Colin Selph, KEYT (TV) Santa Barbara; Richard B. Rawls, KPHO-TV Phoenix; Richard Lewis, KVAR (TV) Phoenix; John Merino, KFSO-TV San Diego, and Charles Garland, KOOL-TV Phoenix.

DISTRICT 14

WITH attendance of 120, nearly double the 1953 registration, Mountain States broadcasters met Thursday-Friday at the Brown Palace Hotel, Denver. Walter Wagstaff, KIDO Boise, Idaho, presided as district director.

Participating in a panel discussion Thursday were James D. Russell, KVOR Colorado Springs; Henry Fletcher, KSEI Pocatello; J. P. Wilkins, KFBB Great Falls; A. M. Caldwell, KOAT-TV Albuquerque; George Hatch, KALL Salt Lake City; William C. Grove, KFBC Cheyenne. Guest speaker at the tv session was Robert W. Ferguson, WTRF-TV Wheeling, W. Va. On the Friday panel were G. Bennett Larson, KTVT (TV) Salt Lake City; Tom Breen, KFEL-TV Denver; C. N. Layne, KID-TV Idaho Falls, E. K. Hartenbower, KCMO Kansas City, was guest radio speaker.

Named to the resolutions committee were Rex Howell, KFXJ Grand Junction; Ian Elliott, KATL Miles City; Frank McIntyre, KLIX Twin Falls, and Don Hathaway, KSPR Casper, Wyo.

Gussner Elected NDBA Head

PAUL C. GUSSNER, KGCU Mandan, was elected president of the North Dakota Broadcasters Assn., succeeding F. E. Fitzsimonds, KFYR Bismarck, at the NDBA's Oct. 16 meeting. Other officers elected were Chester Reiten, KSJB Jamestown, vice president, and William Hurley, KXJB-TV Fargo, secretary-treasurer. Elected to the board were Mr. Hurley; Jack Dunn, WDAY Fargo, and Garry Fox, KFGO Fargo.

DESERT MURAL provides backdrop for this broadcast group at NARTB's District 16 group at Phoenix (l to r): seated, George Whitney, KFMB San Diego; Glenn Snyder, WLS Chicago; Mrs. Charles Garland and Mr. Garland, KOOL Phoenix; Jack Harris, KPRC Houston; standing, Richard Lewis, KTAR Phoenix; Al Johnson, KOY Phoenix, district director; Harold E. Fellows, NARTB, and Richard Rawls, KPHO Phoenix.

ANOTHER District 16 delegate group (seated, l to r): Mrs. Howard Loeb and Mr. Loeb, KRIZ Phoenix; Mrs. Richard Hooper and Mr. Hooper, RCA Camden. Standing, Lee Little, KTUC Tucson; Robert Myers, DuMont; E. K. Hartenbower, KCMO Kansas City; Don Davis, KMBC Kansas City; Calvin J. Smith, KFAC Los Angeles.

BIG draw

Tonight and every Wednesday, Disney's sure-fire appeal will draw millions to ABC

"Disneyland" wraps up in one bright, shiny package all the showmanship, imagination, and fabulous drawing-power (pun intended) that put Disney on top of the entertainment world. And there is no age limit to his unique appeal. The three canny sponsors (American Motors, Derby Foods, and the American Dairy Association) are well aware of this. Through this delightful show, they'll make firm friends with the whole family. And so, of course, will ABC.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

SMPTE DISCUSSES COLOR TV COSTS

TECHNICAL problems of tv received major attention on the agenda of nearly 900 members of the Society of Motion Picture and Tv Engineers, in convention a fortnight ago in Los Angeles, with discussion and demonstration of color tv, tape use, large screen video and tv filming.

Technological problems need no longer determine whether or not a tv film producer shoots in color, Sidney Solow, vice president and general manager, Consolidated Film Industries, Hollywood, told a color video session. The sole consideration today is if the project can financially sustain the additional costs—estimated at about $5,000 for a half-hour film—to cover increased expense of color film, processing, make-up and wardrobe, Mr. Solow said.

New editing methods now used by Consolidated make possible optical effects, including lap dissolves and fades, at great savings to color tv film producers, he added.

Magnetic sound for color tv film is now possible with the development of the 16mm Magnastriper, a smaller version of equipment presently used to produce stereophonic sound for theatrical Cinemascope productions, according to Edward Schmidt, Reeves Soundcraft Inc., New York.

A new large-screen color tv projection system developed by RCA was described and demonstrated at the meet by John Volkman, from a paper by L. L. Evans and R. V. Little, RCA theatrical equipment engineers. The new theatre tv is basically an adaption of the RCA monochrome system now installed in nearly 100 theatres, with additional optical system, video amplifiers, decoder units and added power, Mr. Volkman said.

Other technical discussions included the use of tv in combat tactical situations, by Capt. Hugh C. Oppenheimer, chief, Tv Branch, U. S. Army Pictorial Service; "Colormetric Aspects of Tv Color Film Pickup," by Skipwith Wathey, General Precision Laboratories; "Multi-Channel Tv Relay Stations," by George R. Sutherlen, U. S. Naval Ordnance Test Station, China Lake, Calif., and "Test Instruments for Color Tv," by John W. Million and Robert K. Hunsicker, Wickes Engineering and Construction Co.

John G. Frayne, director of research, Westrex Corp., Hollywood was elected 1955 president by the SMPTE membership, with Barton Kreuzer, RCA, Camden, N. J., executive vice president; Norwood L. Simmons, Eastman Kodak Co., Los Angeles, editorial vice president; Byron Roudabush, Byron Inc., Washington, convention vice president; and Edward S. Seeley, Altec Service, Los Angeles, secretary.

Honored with SMPTE fellowship awards were Philip G. Caldwell, John R. Clark Jr., Albert A. Duryea, Ralph H. Heacock, Armin J. Hill, Lester Isaac, U. B. Iwerks, George Lewin, Everett Miller, Harry F. Olson, Richard H. Ranger, Reid H. Ray, Hazard E. Reever, Ralph A. Teare, R. Edward Warn and James L. Wassell.

ANNUAL technical awards of the Society of Motion Picture & Television Engineers are presented at the society's 76th semi-annual convention in Los Angeles by Herbert Barnett (l), SMPTE president. Recipients of the awards were (l to r) Ray D. Kell, David Sarnoff Gold Medal award; Lorin D. Grignon, Samuel L. Warner Memorial award, and Armin J. Hill, SMPTE Journal award.

300 Attend RTES Seminar On Timebuying, Selling

A TURNOUT of some 300 persons for the first session in the Radio & Television Executives Society's "Timebuying and Selling Seminar" in New York last Tuesday was described by leaders as "most heartening."

The seminar, consisting of 13 luncheon meetings held Tuesdays at Toot Shor's restaurant, was conceived by RTES to serve "the newer elements in the business" particularly and at the same time to be "a valuable refresher for veterans of buying and selling the broadcast media."

The first session, last week, was devoted to "audience research" and featured Ward Dorrell, research director of John Blair & Co., and Donald Coyle, ABC director of television research, in discussions of "what audience measurements are—and aren't," developing the background and growth of rating services generally and of the various techniques which have been and are employed. Gordon Gray, WOR-AM-TV, was moderator.

Several other sessions will be devoted to audience research, and other meetings will explore such subjects as qualitative research, engineering factors, agency practices, sales practices, networks and how they work, spot sales, markets, merchandising, and color. The roster of speakers includes industry leaders who will discuss their particular fields. Registration fee is $2 for the entire course, with luncheon costs at $3.50 per person per meeting.

BAB Plans for Board, Stockholders Meetings

A ROUND of meetings of BAB nominating, finance and executive committees was held last week at the Ambassador Hotel in New York preparatory to the Nov. 16 board and stockholders meetings, also to be held in New York.

The nominating committee, which decided some time ago to recommend Joseph Baudino, Westinghouse Broadcasting Co., as chairman of the BAB board, reportedly settled on three other nominations to board membership, but their identities were not disclosed. Mr. Baudino, who is chairman of BAB's executive committee, would succeed Charles C. Caley, WMBD Peoria, Ill. Chairman of the nominating committee is John Patt, WJR Detroit.

In its session, the finance committee, headed by Mr. Caley in the absence of Ward Ingrim, Don Lee Broadcasting System, reviewed BAB's budget for the second half of its fiscal year ending March 31, 1955. It is expected the committee will recommend board approval of a 7% increase over the first half year's budget. The group also reviewed suggestions of the executive committee for accelerating BAB's progress toward a million dollar budget.

The executive committee, meanwhile, prepared details for the Nov. 16 board meeting. It also went over BAB's plans for a spring convention, explained sales clinics and other extensions of service it provides its members.

A 20-man plans committee, headed by Donald Thornburgh, WCAU Philadelphia, was to meet Friday to sift BAB's plans for the second half of the year and report on eight major projects on which BAB's management has asked help or suggestions.

Pioneers Fete Heising, Espenschied, Thomas

MORE than 150 members and guests of the Radio Pioneers, including some 50 delegates to the National Assn. of Educational Broadcasters convention (see story page 44), were on hand for a dinner meeting of the club in New York last Wednesday night. FCC Commissioners Rosel H. Hyde, E. M. Webster, and Frieda Hennock were among the dignitaries on hand for the festivities, presided over by Frank Silvernail of BBDO as president of the New York chapter and Arthur Church, formerly of KMBC Kansas City, as national president.

Citations were presented to Raymond A. Heising "for a noteworthy radio career of 44 years and his invention of the system of modulation utilized in almost every standard broadcasting station in the world"; to Lloyd Espenschied "for his brilliant 45-year radio career which included pioneering development of systems of voice communication and the coaxial cable," and to newsman Lowell Thomas "for a vivid chronicle, day by day, over 25 years, of the news of the world he has traveled so widely, always factual and dispassionate, but delivered with a human warmth which makes him a beloved figure to millions." Dr. Heising and Mr. Espenschied were key engineers of Bell Labs for many years before they retired. The presentations were made by William S. Hedges, NBC vice president.

C. E. Butterfield, retiring radio-tv editor of the Associated Press, was presented a radio by G. W. (Johnny) Johnston of the National Assn. of Mfrs. on behalf of the Pioneers Club.

Entertainment, arranged by program chairman Irene Wicker, included skits featuring Mr. Thomas, H. V. Kaltenborn, Lanny Ross and others.

WBKB TOPS all Chicago TV stations in presenting each day outstanding LIVE programs to entertain the moppet set.

Such recognized shows as THE PLAYHOUSE with Angel Casey, TIME FOR UNCLE WIN featuring Win Stracke, THE PIED PIPER starring Art Hern, GARFIELD GOOSE with Frazier Thomas, (pictured here), and SANTA'S NORTH POLE REVUE have won unanimous approval from mothers and their children. These programs offer excellent opportunities for added holiday — as well as year-a-round sales results.

For further details, contact the WBKB Sales Department, 20 No. Wacker Drive, Chicago, Illinois or your nearest BLAIR-TV Representative.

ABC CHANNEL 7

BLAIR TV INC.

GOLDEN GATE meeting of NARTB District 15 found this group in a corner of the meeting room (l to r): seated, J. G. Paltridge, KROW Oakland; Don Pontius, Robert Meeker & Assoc.; Morris Mindel, KGST Fresno; Ken Hildebrandt, KEAR San Mateo; standing, Ralph Brunton, radio consultant; A. E. Joscelyn, KOVR-TV Stockton, and Pierre Weis, World Broadcasting System.

Fund for the Republic To Probe Entertainment

Ford Foundation unit's study, principally of hiring and firing practices, is a fair bet to cover radio and television.

THE EXISTENCE—and if so, to what extent —of boycotting, black-listing and censorship in the radio-tv field will be explored as part of a $100,000-budgeted study to be made by The Fund for the Republic, an agency established in December 1952 as an independent unit of the Ford Foundation.

Robert M. Hutchins, president of the Fund, said Oct. 22 that the organization will sponsor "a study of civil liberties in the entertainment industry, with special reference to hiring and firing practices."

W. H. Ferry, the Fund's vice president, told B•T last week in New York that it would be "fair to say" the study would encompass the radio and tv field.

The entertainment industry phase of the civil liberties program of the Fund is but one of many which have been in the process of exploration since the allocation more than a year ago of $15 million for an overall study [B•T, March 2, 1953].

This is the first time that the Fund has narrowed the scope of any inquiry specifically to the "entertainment industry."

It was learned that the Fund already has been active in touching the field on the question of whether it should sponsor a study. As yet, no personnel nor staff has been assigned to the study. Fund spokesmen said "further announcements" as to staffing will be made as appointments and scope of the study are decided by the Fund's board of directors. Decisions may be made within a month, it was said.

The 13-man board is chairmanned by Paul Hoffman, board chairman of Studebaker-Packard. George Shuster, president of Hunter College, is vice chairman. The other 11 members of the board are leading educators and industrialists.

Among other projects being directed by the Fund are studies on restrictions and assaults upon academic freedom, due process and equal protection of the laws and protection of the rights of minorities.

Asked if the controversial *Red Channels* which in 1950 published names of radio-tv people, including performers, writers, producers, directors, etc., with associations of alleged memberships in "subversive" organizations, and which created a stir throughout the industry, would enter the study, a Fund spokesman said "all aspects most likely will be studied."

Actually, three matters in all must be ascertained by the directors before the Fund actively begins its study: (1) extent of the study, (2) method it will pursue and (3) personnel to direct it.

Mr. Hutchins' announcement described the Fund as "an independent organization whose activities are directed toward the elimination of restrictions on freedom of thought, inquiry, and expression in the U. S., and the development of policies and procedures best adapted to protect those rights." The Fund's headquarters are in New York.

Louisiana Assn. to Meet

AUTUMN meeting of the Louisiana Assn. of Broadcasters will be held Nov. 12-13 at the Jung Hotel, New Orleans. Maurice Mitchell, president of Encyclopaedia Britannica Films, and Charles H. Tower, NARTB employe-employer relations manager, will speak on business and economic problems. Ken Davis of the New Orleans AP bureau will head a panel on salability of news. John Arthur, Arthur Adv. Agency, New Orleans, also will speak. Business meeting will be held the second morning, with election of officers scheduled. Willard L. Cobb, KALB Alexandria, is association president. Other officers are Frank H. Ford Jr., KENT Shreveport, vice president, and Dierrell Hamm, KANE New Iberia, secretary-treasurer.

Committee Named to Plan Week Honoring Advertising

PLANS for National Advertising Recognition Week, proclaimed for February 1955 by U. S. Commerce Secretary Sinclair Weeks and jointly sponsored by the Advertising Assn. of West and the Advertising Federation of America, will be formed by a committee consisting of:

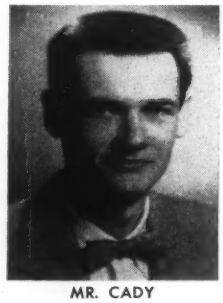
Robert J. McAndrews, vice president-commercial manager, John Poole Broadcasting Co., Hollywood, and president, Southern California Broadcasters Assn.; Glad Hall Burnside, account executive, KRKD Los Angeles; Frank Crane, managing director, Southern California Broadcasters Assn.; Robert Coleson, western representative, Advertising Council, Hollywood, and president, Hollywood Advertising Club; Glen Carter, vice president, Bank of America, Los Angeles, and president, Los Angeles Advertising Club; Leland Phillips, manager, Homer Laughlin Enterprises and former Los Angeles Ad Club president; Jacqueline Britton, president, Los Angeles Advertising Womens Club and publicity manager, Smalley, Levitt & Smith Inc., Los Angeles advertising agency; Floyd Maxwell, managing director, Los Angeles Newspaper Publishers Assn.; and Harlan Palmer Jr., assistant publisher, *Hollywood Citizen-News*.

Committee appointments were made by John Kemp, Hollywood advertising agency owner and senior AAW vice president, who stated appointments were confined to the Los Angeles metropolitan area to facilitate planning for event.

The Los Angeles office of Young & Rubicam Inc. has volunteered its services and will prepare all advertising and publicity for the event under supervision of account executive Eric Lefner, Mr. Kemp announced.

Cady Named Assistant To Bronson at NARTB

CHARLES S. CADY, recently producer-public service director of WBNS-TV Columbus, Ohio, has been named assistant to Edward H. Bronson, NARTB director of Television Code affairs, He succeeds Bette Doolittle, who has joined P. Ballantine & Sons, Newark, N. J., in the public affairs department.



MR. CADY

Mr. Cady joins NARTB Nov. 1. His activity will deal with monitoring of tv programs and other administrative assignments. He has been with WBNS-TV five years and during World War II served four years in the Signal Corps, being discharged as a captain. He is a graduate of Ohio State U. and was a tv production instructor in the speech department. In Columbus he was chairman of the Junior Chamber of Commerce public relations committee and board member of the Columbus Council of Churches.

Colorado Broadcasters Meet

PARTICIPATION of broadcasters in civil defense was reviewed at a meeting of Colorado Broadcasters Assn. held Wednesday just prior to the NARTB District 14 meeting in Denver. About 50 delegates attended the state meeting, with James D. Russell, KVOR-KKTV (TV) Colorado Springs, presiding as association president. FCC Comr. John C. Doerfer reviewed regulatory problems at the luncheon meeting. Officers of the association include Frank Bishop, KFEL Denver, vice president, and Elwood Meyer, KYOU Greeley, secretary-treasurer.

This SOIL grows bigger crops— makes better markets!

Here are some basic *facts* about the fabulous Red River Valley that you ought to know. First, read what the Encyclopedia Americana says:

"The surface of the land in North Dakota is made up of three broad steps of prairies, rising half a mile in altitude as they cross the state from east to west. The eastern and lowest step is the fertile and level Red River Valley. *The soil in the Red River Valley is among the most fertile in the world.*"

The Americana hit it on the head. Our hayseeds obviously don't need magic to make farming pay big dividends. The Valley's rich black top-soil averages 16" in depth, and believe us, "no other region in America can make that statement". The result — average gross farm income in the Red River Valley is $9518, as compared with the national average of $6687.

Also, annual per-family retail sales average $4164, as against $3584 for the rest of the U. S.

Right plumb in the heart of the Valley is Fargo — home of WDAY, and the shopping and trading center for a 26-county market which contains almost half a million people.

Many of these facts must have rubbed off on you advertisers long ago, because you've *always* invested heavily in the Red River Valley — especially with radio!

Ever since the Atwater-Kent days back in the twenties, we've made WDAY the Valley's one BIG radio value, outstripping all "competition" by tremendous margins. Fan mail rolls into WDAY by the bagful, averaging more than 400 letters a day, including Sundays and holidays. More than 10,000 families maintain paid subscriptions to "Mike Notes", our monthly WDAY newspaper. Thousands of our listeners apparently never tune to any other station at all.

Let Free & Peters give you all the facts on WDAY. It's quite a story!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC.

Exclusive National Representatives

SALES, APPROVALS TOTAL OVER $14 MILLION IN WEEK

Milwaukee, Pittsburgh channels involved in merger action. FCC approves Storer's purchases of WXEL (TV) and KPTV (TV) and sale of KGBS-AM-TV. Also approved: KTSA-AM-FM sale, KWK-AM-TV reorganization. Also sold: KQV Pittsburgh, WLOK-AM-TV Lima. Cowles reportedly negotiating to buy CBS' 47% in WCCO-AM-TV for about $4 million.

POSSIBLE merger of tv applicants in Milwaukee's ch. 6 hearing while the virtually certain Pittsburgh ch. 4 merger unraveled highlighted tv activities last week which also saw:

- Purchase of KQV Pittsburgh by Tele-Trip Policy Co. for about $700,000.
- FCC approval of the $8.5 million-plus purchase of Empire Coil Co. and its two tv stations (WXEL [TV] Cleveland and KPTV [TV] Portland, Ore.) by Storer Broadcasting Co.
- FCC approval of related sales of KGBS-AM-TV by Storer to the *San Antonio Express*, for $3.5 million and of KTSA-AM-FM by the *Express* to O. R. Mitchell Motors Inc. for $175,000.
- FCC approval of the ownership reorganization of KWK-AM-TV St. Louis and the sale of KXOK St. Louis by Elzey Roberts Sr. to Elzey Roberts Jr. and Chester L. Thomas.
- WIMA-AM-TV Lima, Ohio, has bought WLOK-AM-TV, that city, with Lima to have one radio and one tv station.

Meanwhile, there were repeated reports of negotiations looking toward ownership changes in both uhf and vhf stations. NBC was keeping its situation "flexible," it was said, but hasn't yet decided where it would move. ABC was simply "watching" and while rumors abounded about DuMont, nothing concrete developed.

Negotiations looking to the merger of the applicants for Whitefish Bay's ch. 6 (Milwaukee) were held last week in Washington, with agreement reached in principle for WISN-Hearst, and the non-broadcasting Independent Television Inc. to merge, and for WMIL Milwaukee to withdraw.

The controversial Whitefish Bay allocation is under attack by ch. 25 WCAN-TV Milwaukee in the federal courts. WCAN-TV claimed that the allocation jeopardized its position in the Milwaukee market and violated the tv table of allocations.

The allocation to Whitefish Bay, a suburb of Milwaukee, came after a bitter fight by WISN to (1) remove the educational reservation from ch. 10 Milwaukee, and (2) get ch. 6 assigned to Milwaukee proper. It was on petition by WISN that the Commission finally allocated ch. 6 to Whitefish Bay.

Results of the merger negotiations are expected to be ready for the next hearing conference, scheduled for Thursday.

Independent Television is composed of Detroit and Milwaukee businessmen.

Sale of KQV Pittsburgh by owners Irwin D. Wolf and Earl F. Reed and associates to Tele-Trip Policy Co., aviation insurance specialists, which already own KPOA Honolulu and WTAC Flint, Mich., was announced last week, subject to FCC approval.

Although the purchase price was not disclosed, it was understood to be in the neighborhood of $600,000-$700,000.

The CBS-affiliated 5 kw Pittsburgh station (on 1410 kc) was sold, it was understood, in preparation for the merger agreement in the Pittsburgh ch. 4 case [B•T, Oct. 25]. This, however, has failed to materialize although there is hope that agreement still may be reached.

Until last month, KQV, which was founded in 1919, was 45% owned by CBS. In straightening out its ownership affairs, in order to meet the FCC's multiple ownership rule, CBS sold back to Messrs. Wolf and Reed the 45% interest for $236,250—exactly what it paid for it in 1952 [B•T, Oct. 4].

A cryptic statement in the sale announcement said that Messrs. Wolf and Reed acted "on behalf of themselves and other Pittsburgh people who have been interested in KQV's plan to continue prosecution of a television application. Allegheny as such will have no interest in the television application."

Present Pittsburgh ch. 4 applicants are WCAE and KQV Pittsburgh, WLOA Braddock, Pa., Wespen Television Inc., and Irwin Community Television Co.

KQV sale agreement is for the purchase of all Allegheny Broadcasting Corp. stock by Tele-Trip.

Directors of Tele-Trip include Eugene Dupont III, H. J. Rand, John G. Getz Jr., Henry B. Lamy Jr., Philip Gandert, Joseph P. Kane and Mr. Shaheen.

Tel-Trip bought KPOA from J. Elroy McCaw and John D. Keating for $400,000 earlier this year [B•T, March 29], and WTAC from Trendle-Campbell Broadcasting Corp. last summer for $287,000 [B•T, Aug. 9]. Both stations are owned by Radio Hawaii Inc., of which Mr. Shaheen is president and Finley Hollinger is executive vice president.

Merger of the five Pittsburgh ch. 4 applicants, widely bruited as virtually accomplished [B•T, Oct. 25], fell through early last week when one of the applicants refused to join with the other four contestants. This was Wespen Television Inc., composed of Pittsburgh attorney Scott Fink and Sons, it was understood.

The Pittsburgh ch. 4 hearing, scheduled to begin taking testimony last Tuesday, was continued to Dec. 7 when KVQ's attorney announced that the station was being sold.

A $12.5 million parlay, involving the ownership of three sets of stations, was approved by the FCC last week—over the strident dissents of Comrs. Robert T. Bartley and Frieda B. Hennock.

The Commission, acting 10 months after the application had been filed, approved the $8.5 million purchase by Storer Broadcasting Co. of Empire Coil Co., owner of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.

It also approved the $3.5 million sale of Storer-owned KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests, and the $175,000 sale of the *Express*-owned KTSA-AM-FM San Antonio to O. R. Mitchell Motors Inc. of that city.

In order to stay within the limits of the FCC's multiple ownership rule—which prohibits any one entity from owning more than seven am or fm stations or more than seven tv stations (of which not more than five may be in the vhf band)—Storer decided to sell the San Antonio stations. In order for the *Express* to purchase these stations, it was necessary for the newspaper to dispose of its radio properties.

Still pending is the application of Storer for FCC approval of the $300,000 purchase of WJW-AM-FM Cleveland from William O'Neil [B•T, Oct. 11]. This would give Storer's newly purchased WXEL (TV) an am sister station in Cleveland.

With last week's sales approvals by the Commission, Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, WXEL and KPTV.

The Portland tv station operates on uhf ch. 27; all the others are vhf stations.

Under present rules, Storer is eligible to own one additional uhf tv station.

Comr. Bartley's dissent (see text on page 52) was based on his belief that the moves would result in greater concentration of control of mass communications. This is in line with his remarks on the subject as expressed in speeches earlier this year at Athens, Ga.; Clemson, S. C., and in April in Dallas, Tex. Comr. Hennock concurred with Mr. Bartley's views, except that she did not agree with his attitude toward network ownership.

Storer bought KGBS-TV (then KEYL [TV])

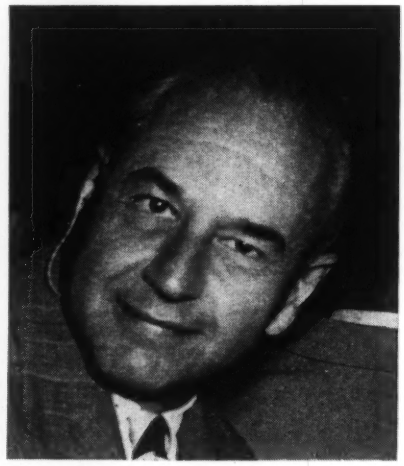
Storer Milestone

STORER Broadcasting Co.'s $8.5 million purchase of Empire Coil Co. and its two tv stations (story this page) is another milestone in the history of pioneer broadcaster George B. Storer. In radio-tv 27 years, Mr. Storer's firm is considered to be the largest independent station business in the field.

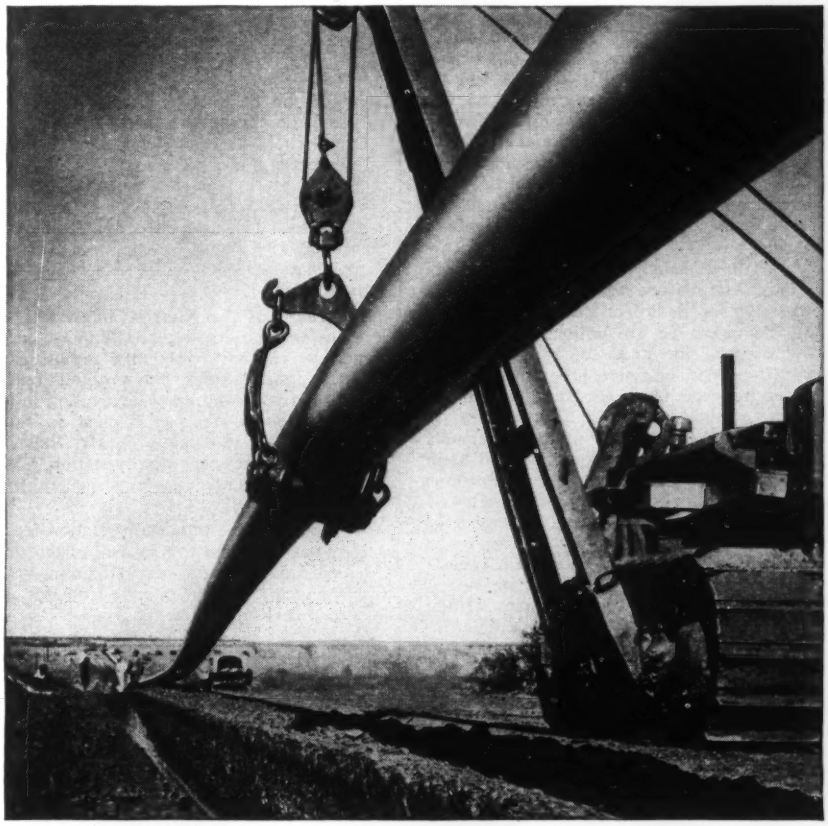
It all started at his home in Toledo in his youth in 1912, he recalls, through tinkering with a primitive bread-board transmitter. In 1927, his family oil company discovered radio spots could sell gas—on WTAL Toledo. The campaign was so successful that the Storer firm bought the station.

The WTAL call soon was changed to WSPD for Speedene, the name of the gas then being promoted by the Storer oil firm via the new advertising medium.

Today, WSPD has grown to include fm and tv affiliates as well, the first of a whole family of "Storer Stations."

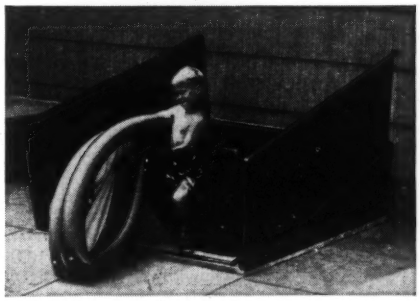


Only STEEL can do so many jobs so well



America's Underground. The gas industry has truly worked a modern miracle by building a vast network of underground pipelines to carry vital natural gas to almost every part of the nation. Because of it, areas far from the gas fields can enjoy the comforts, conveniences and economies of natural gas fuel, at low cost. United States Steel supplies thousands of miles of steel pipe like this for major transmission lines.

Sea-Going Water Heater. This space-saving 7 gallon storage water heater operates on butane gas to provide hot water up to 180° in a 30-foot Tahiti ketch. Running hot water, like many other "comforts of home," is usually ruled out on a small ship because of space restrictions. But this midget heater, made of USS Steel Sheets, is just the ticket for small craft.



Handy Entry! A yard-to-basement entrance like this permits garden tools, lawn furniture, screens and storm sash, children's toys to be moved in and out of storage quickly and easily. Tracking through first floor rooms is eliminated. The burglar- and weather-proof doors come in standard sizes, are made of 12-gauge hot rolled steel sheets produced by U.S. Steel.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Suspense! It's always with you when you're drilling for oil. For example, from "Oilwell" Traveling Blocks and Swivels like these are suspended the long strings of rotating steel drill pipe that probe the earth for oil. United States Steel is one of the biggest producers of steel equipment and cement for oil field use.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. · UNION SUPPLY COMPANY · UNITED STATES STEEL EXPORT COMPANY · UNIVERSAL ATLAS CEMENT COMPANY 4-2050

Comr. Bartley Dissents on Storer Buys

COMR. Robert T. Bartley vigorously dissented against approval of the Storer Broadcasting Co. purchase of Empire Coil Co. and its two tv stations as well as the other two station transfers involved in this $12.5 million transaction. Because Mr. Bartley has spoken about his concern with concentration of control of broadcast stations in speeches before station owners and others in recent months, his official dissent is reprinted in full below:

"I am unable, based upon the information before me, to make the necessary statutory finding that the public interest, convenience, and necessity will be served in this series of interrelated applications involving $12,505,000 and service to better than 9% of the total number of television receivers in the U. S. and a much larger percentage of radio receivers.

"In this chain of transactions, the Commission must, in order to clear the way for the succeeding transactions, first act on the application involving the one new entry here into broadcasting. This applicant (O. R. Mitchell Motors) proposes to increase the total broadcast time of KTSA from 126 hours to 128½ hours per week, and increase the total commercial time from 49.23% to 60.5%, and gives as his reason or purpose for requesting transfer to him 'Purchase of capital stock of licensee'. Upon completion of this series of transactions, one standard broadcast station licensee will leave the broadcast service in Cleveland and one television station licensee will retire from Cleveland, Ohio, and Portland, Ore. These stations will then be acquired by a multiple-station licensee.

"The sum total of the transactions here involved is greater concentration of the control of mass communications. I believe, that, as a result of the consummation of these transactions, the nature of competition will be affected in the San Antonio, Tex.; Cleveland, Ohio; Portland, Ore.; Atlanta, Ga.; Birmingham, Ala.; Detroit, Mich.; Miami, Fla.; Toledo, Ohio, and Wheeling, W. Va., radio and/or television markets. Indeed, the effect may involve additional areas, because in order for Storer Broadcasting Co. to make the necessary financial arrangements to consummate these deals, permission was required from a licensee who owns radio and tv stations in Charlotte and Greensboro, N. C., and Florence, S. C., and who also owns 96% of the preferred stock of Storer Broadcasting Co.

"In view of what has happened in recent years with respect to switching of network affiliations after Storer entered a community by purchasing a station, I have no doubt that the effect of these transactions will extend to network affiliation, national spot advertising and local advertising in some, if not all, of these areas. Should this occur, the program service in these areas will be altered. There will be an impact on the listening public and upon competition for advertising business, both national and local. Whether these changes will result in the public interest being served can only be determined, in my opinion, through the development of all the facts in a public hearing.

"As I have stated publicly on several occasions, the reasons for allowing multiple ownership of radio or television stations which impress me are limited primarily to two: namely, the need for station control by networks to originate programs and the needed revenue from operating stations in order to make networking attractive. It will be noted that neither of these elements is present in the transactions involved here.

"When it is realized that if concentrations such as this proposed by Storer are allowed others, then as few as 10 or 11 licensees of television stations in the U. S. can reach every television receiver. I believe it is clear that a more searching analysis than we are able to make on the basis of mere written applications is required in the public interest. To me, the greatest weapon against regimentation of thought ever invented lies in diversified operation of television and, contrariwise, the greatest tool for thought control ever invented is concentrated control of television operation.

"Storer gives as one of the reasons for requesting these transfers the very laudatory purpose 'that the acquisition of these stations represents a great challenge and opportunity which will enable the company to take a step forward towards the goal of developing the company as a strong, public-minded, representative of independent broadcast operations throughout the country.' If, as implied, our present broadcast structure is such that a concentration of this scope is necessary in order to provide 'strong independent operation', then the obstacles, if any, which *prevent* strong independent operation with *less* concentration should be fully explored immediately."

Commissioner Hennock stated:

"I concur with the dissenting statement of Commissioner Bartley except that portion of it in which Commissioner Bartley states his views concerning the reasons for allowing the multiple ownership by networks of radio and television stations."

from original grantees W. L. Pickens, R. L. Wheelock and H. H. Coffield in 1951 for $1.05 million. It went on the air early in 1950 and is affiliated with CBS, ABC and NBC. Storer bought KGBS (then KABC) in 1953 for $700,000 from Texas State Network interests. KGBS operates on 680 kc with 50 kw day, 10 kw night. It is affiliated with CBS.

Both WXEL and KPTV were founded by Herbert Mayer, president and, with his wife, owner of Empire Coil Co., New Rochelle, N. Y. Mr. Mayer, a postwar telecaster, secured the Cleveland grant in 1947 and the Portland grant in 1952 after the ending of the FCC's tv freeze. WXEL began operating in December 1949, and is affiliated with ABC and DuMont. KPTV, the first commercial uhf station in the U. S., began operating in September of 1952. It is affiliated with ABC, NBC and DuMont.

Empire Coil Co., which manufactures coils and transformers for radio-tv manufacturers, also held a uhf grant for Denver, Colo. (which it surrendered to the FCC last year), and was an applicant at several other cities before withdrawing.

Empire Coil for a short time owned and operated ch. 25 KCTY (TV) Kansas City. It sold the station to Allen B. DuMont Labs last Dec. 31 for $1. DuMont relinquished the station March 11.

Reorganization of the ownership of KWK-AM-TV St. Louis from Robert T. Convey and associates to a foursome comprising Mr. Convey and associates, *St. Louis Globe-Democrat*, KSTP-AM-TV Minneapolis-St. Paul, and Elzey Roberts Sr. and associates was approved by the FCC last week.

At the same time, the Commission approved the sale of KXOK St. Louis from the senior Mr. Roberts and associates to Elzey Roberts Jr. and Chester L. Thomas for $300,000 over the dissenting opinion of Comr. Frieda B. Hennock.

St. Louis transaction resulted from a merger agreement among the three applicants for St. Louis' ch. 4 there which permitted KWK to receive the grant. Agreement provided that Mr. Convey and associates would hold 28% of KWK Inc.; *St. Louis Globe-Democrat*, 23%; KSTP Inc., 23%; the elder Mr. Roberts and associates, 23%, and St. Louis residents of then applicant Missouri Valley Television Co., 3% [B•T, April 12].

Because of the Roberts' interests in KWK, it was necessary to sell KXOK (5 kw on 630 kc) in order to come within the provisions of the FCC's duopoly rule. This prohibits one person or firm from owning or controlling more than one station of the same class in the same market. Sale was made to Mr. Roberts' son, the present president of the station, 75%, and to Chester L. Thomas, present general manager, 25%.

Because of the father-son relationship, Comr. Hennock dissented to approval of the sale. She claimed that the ownership remained virtually unchanged, "merely" passing from Mr. Roberts Sr. to Mr. Roberts Jr.

KWK-TV began operating in July of this year, is affiliated with CBS and ABC. KWK, which is 27 years old, operates on 1380 kc with 5 kw, and is affiliated with MBS.

ABC-affiliated KXOK will specialize in music, news and sports, Mr. Roberts Jr. announced the day following FCC's approval of the sale. Mr. Roberts entered radio following his graduation from Princeton U., joining KXOK in 1946 after serving with the Navy during World War II. Mr. Thomas is a 26-year veteran of radio, becoming general manager of KXOK in 1943.

Threat of litigation regarding the KWK grant of ch. 4 evaporated last week when ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) withdrew its protest to the FCC and at the same time dismissed its appeal to the U. S. Court of Appeals in Washington [B•T, July 5, May 17].

The WLOK-AM-TV Lima, Ohio, transfer was filed Friday at the FCC. Under its terms the 750 shares of outstanding stock will be purchased for $1 a share from WLOK Inc. by North Western Ohio Broadcasting Corp., operating WIMA-AM-TV Lima. North Western agrees to assume obligations of WLOK Inc., totaling $188,691 with interest. Discount of the liabilities to not less than $149,250 is to be arranged.

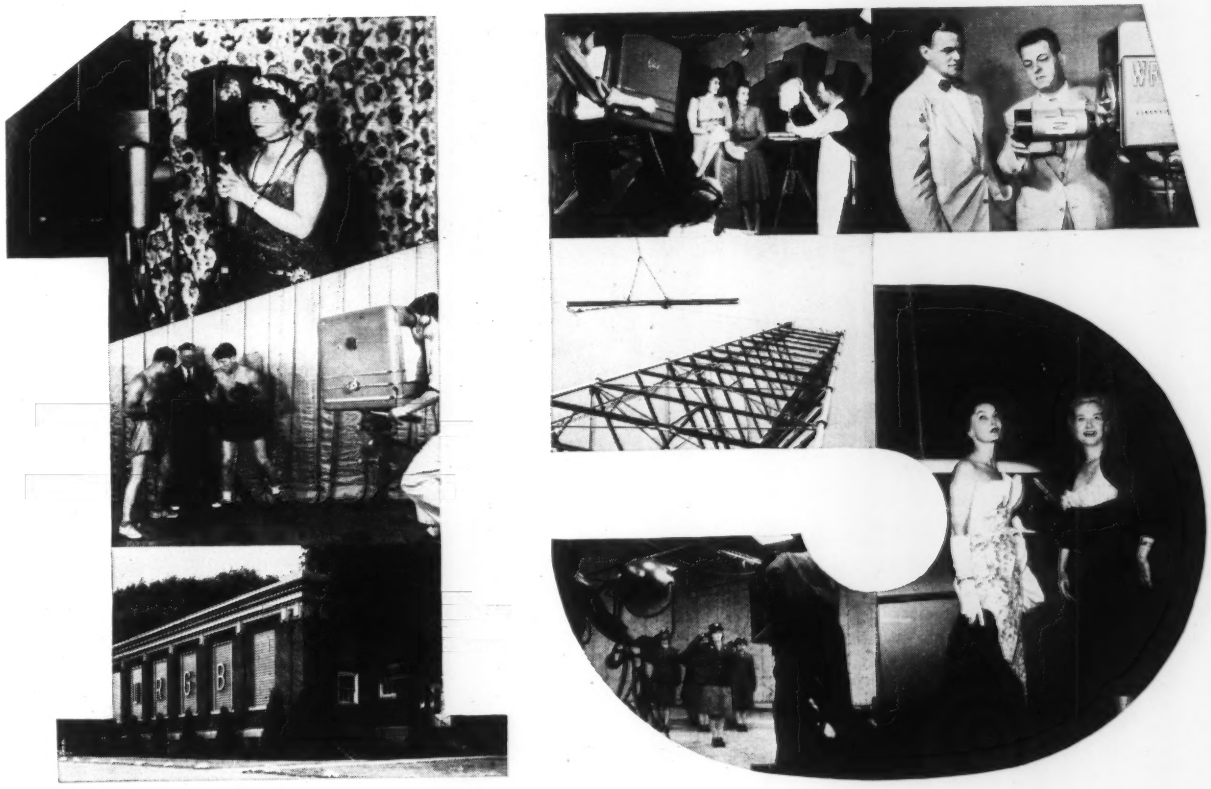
Upon FCC approval of the contract, WLOK Inc. will turn in its radio license and application will be filed for modification of WLOK-TV's television grant from ch. 73 to ch. 35. North Western holds a construction permit for ch. 35.

WLOK Inc. stock is held by the estate of Lloyd A. Pixley, holding 255 shares, and by W. Lyman Case Jr., Ward C. Case and Robert B. Case, along with Standard Realty Inc., owned by the Case interests.

The transfer means that WLOK, 250 w on 1240 kc, will be deleted, with Lima having one radio and one tv station. WIMA operates with 1 kw on 1150 kc. Robert O. Runnerstrom has managed WLOK-AM-TV as executive vice president.

Final negotiations for the sale of CBS' 47% interest in WCCO-AM-TV Minneapolis-St.

WRGB's



15 YEARS OF TELEVISION HISTORY

★ From experimental beginnings in 1928—the first dramatic program; the first remote in television history.

★ To first regular operation, November 6, 1939.

★ To full-time, maximum power, network color and black and white service to 386,700 TV families.

WRGB MARKS ITS 15TH ANNIVERSARY

AS A LEADER IN THE TELEVISION INDUSTRY

WRGB

A GENERAL ELECTRIC STATION

Albany ★ Troy ★ Schenectady
Represented Nationally by NBC Spot Sales

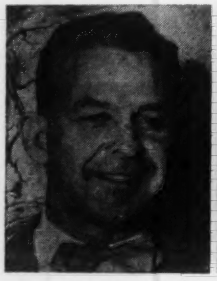
THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

Johnson to Manage KGBS-AM-TV; Other Changes

ALBERT D. JOHNSON, former general manager of KOY-AM-TV Phoenix, Ariz., has been named general manager of KGBS-AM-TV San Antonio, Frank Huntress Jr., president of the Express Publishing Co., announced last week. Acquisition of the San Antonio stations by the *San Antonio Express* and *News* from Storer Broadcasting Co. for $3.5 million was approved last week (see story page 50). Mr. Huntress also announced the appointment of Wayne Kearl, until recently assistant general manager of KGMB-TV Honolulu, as national sales manager of KGBS-TV. "We are not contemplating further changes in the KGBS and KGBS-TV staff," Mr. Huntress said.

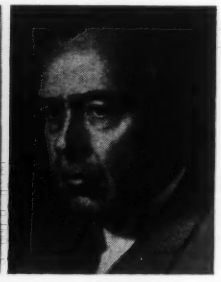
Mr. Johnson said he was retaining his 20% interest in KOY Phoenix. KOY-TV was bought by KOOL-TV Phoenix, with which it was sharing ch. 10, earlier this year.

John L. Hogg, president and commercial manager of KOY, has added the position of general manager.



MR. JOHNSON

MR. KEARL



MR. HOGG

Paul to Cowles Broadcasting Co. for about $4 million understood to have gotten underway in New York late last week, with the deal scheduled to be closed possibly this week.

CBS joined forces in 1952 with Mid-Continent Radio-Television Inc., grantee of what was then WTCN-TV by turning over to the merged group its o&o WCCO Minneapolis. For this it received its 47% interest in the present licensee, Midwest Radio-Television Inc. Mid-Continent, the 53% owner, in turn is owned 50% by Northwest Publications Inc. (Ridder newspapers) and 50% by the Minnesota Tribune Co., a holding company, headed by W. J. McNally. The latter firm owns 14.6% of the Star and Tribune Co.

Cowles owns KRNT-AM-FM Des Moines (and is an applicant for tv there), WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. Cowles publications are the *Des Moines Register* and *Tribune, Minneapolis Star* and *Tribune* and *Look* magazine.

Meanwhile CBS' reported purchase of ch. 9 WSTV-TV Steubenville, Ohio, gained further credence last week. Speculated upon was the report that a price of about $3 million is being considered for the primary CBS affiliate, 33 miles from Pittsburgh, and serving the Steubenville-Wheeling-Pittsburgh area.

Sellers of the Steubenville tv station (the am is not involved) are the Friendly Group (Jack and Louis Berkman, John J. Laux and others). It was reported they are seeking to acquire another radio-tv property in another major market.

Two weeks ago, CBS announced the purchase of ch. 19 WOKY-TV Milwaukee for a sum reported to be in the neighborhood of $335,000. This was CBS' first move into the uhf field, following the effective date of the FCC's revised multiple ownership rule permitting a single owner to have seven tv stations (but only five in the vhf band).

Other multiple owners have not announced any moves, although it is known that NBC will soon file for two uhf stations in major markets. CBS has said it is eyeing another major market for its second uhf application or purchase.

FIVE RENTERS SIGN EMPIRE STATE PACT

OWNERS of five of the seven New York area tv stations operating from the Empire State Bldg.'s 1,472-foot-high tower last week signed new 15-year contracts, with both cancellation and extension provisions, for continued use of the tower at $80,000 a year apiece, a $10,000 annual increase over the past rate.

The two other stations, DuMont's WABD (TV) and General Teleradio's WOR-TV, were still negotiating with the building management over differences reportedly relating not to the $80,000 tower rental but to terms for floor space they respectively occupy within the building. It was generally expected that some agreement would be reached.

Companies signing the new leases were NBC (WRCA-TV), CBS (WCBS-TV), American Broadcasting-Paramount Theatres (WABC-TV), WPIX Inc. (WPIX [TV]), and Bremer Broadcasting Co. (WATV [TV] Newark). The contracts are for 15 years, retroactive to last May 1, but each station has an option at the end of 15 years to continue for five additional years at the same rate. On the other hand, any station may cancel after 10 years by paying an $80,000 penalty.

While the $80,000 annual tower rental per station represents a $10,000-a-year increase, the rate for transmitter and other space within the building is unchanged. Floor space rentals vary among the stations according to size and location. One estimate placed the various floor-space rentals as ranging from around $10,000 a year to about $35,000.

Broadcasting authorities appeared pleased with the new agreements, particularly in view of their long-term range. Additionally it was pointed out that the $80,000 annual tower rental per station compares with the building management's original use, when negotiations started almost a year ago, of a $200,000-per-station-per-year figure, although the station representatives never took that "asking price" seriously.

Signing of the five stations was announced Thursday by Col. Henry Crown, president of the Empire State Building Corp. Owners of two of the outlets, CBS and AB-PT, put out separate announcements. Meanwhile, there appeared to be some divergencies in arithmetic, or in interpretation of it. The building management was quoted as saying the new contracts would bring in more than $11 million over a 15-year period. But even counting all seven stations as "signed," the tower license fees over a 15-year period would amount to $8.4 million and if floor space rentals should come to $150,000 a year from all stations—a figure one source described as "probably high"—the building's total take still would be less than $11 million. And this assumption still counted two unsigned stations as signed—though there was no indication that WOR-TV and WABD would not be able to reach satisfactory settlements with the building management—and also assumed that none of the seven would exercise its option to cancel at the end of 10 years.

WTVW (TV) DEBUTS AS MILWAUKEE'S 4TH

WTVW (TV) Milwaukee began commercial programming last Wednesday as the city's fourth tv outlet and second vhf. The ch. 12 outlet, owned by the Milwaukee Area Telecasting Corp., is affiliated with ABC and DuMont. A special opening film featured appearances by Gov. Walter Kohler and Mayor Frank Zeidler and WTVW officials and staff. The starting date was chosen to coincide with the premiere of ABC's *Disneyland* show.

WTVW will operate from a temporary 300-ft. tower with 100 kw until after the first of the year when it is scheduled to go to 316 kw from a new 1,105-ft. tower.

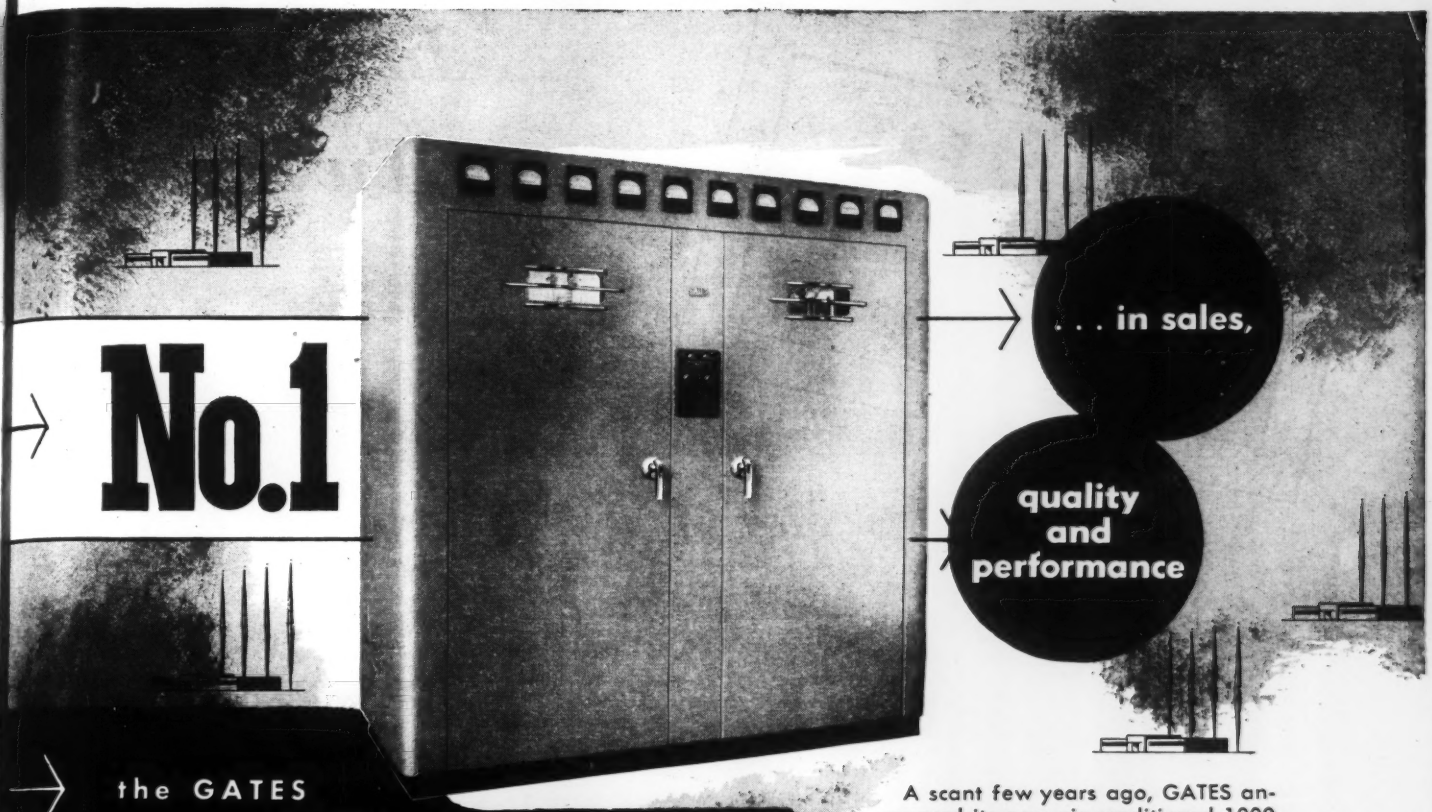
Reports from other stations:

WIRI (TV) Plattsburg, N. Y. (ch. 5), has purchased property and buildings for its plant and expects to air test patterns this month, Joel H. Scheier, president and general manager of permittee Great Northern Tv Inc., has announced. Film properties in excess of $100,000 have been contracted for and are currently being auditioned. James Sharman, formerly of the WPIX (TV) New York engineering staff, is studio technical supervisor.

WEAT-TV West Palm Beach, Fla. (ch. 12), expects to make its debut New Year's Day as a primary ABC affiliate, J. R. Meachem, president and general manager, has reported. Test patterns are scheduled for Dec. 15. Transmitter will be Standard Electronics and the Tower Construction Co. is building the 365-ft. tower. Walter Representation Co. is national representative.

KBET-TV Sacramento, Calif., owned by Sacramento Telecasters Inc., composed mainly of local businessmen, expects to begin operation next February. John H. Schacht, formerly affiliated with KMOD Modesto, Calif., is vice president and general manager of the ch. 10 station. Equipment will be General Electric throughout, including a 50 kw transmitter and eight-bay antenna.

Educational WCET (TV) Cincinnati, which has been operating since July, was dedicated last week at formal ceremonies. FCC Chairman George C. McConnaughey participated in a special program last Monday night and Comr. Frieda B. Hennock addressed a Monday luncheon that was sponsored by the National Citizens Committee for Educational Television. Benjamin Abrams, president of Emerson Radio & Phonograph Co., appeared on a dedicatory program last Tuesday (see story page 76).



A scant few years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

Why not ask those who own one?

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS*:

WGEM Quincy, Illinois
WKRS Waukegan, Illinois
WKXY Sarasota, Florida
KOSY Texarkana, Arkansas
KCNO Alturas, California
KWCB Searcy, Arkansas
KDLM Detroit Lakes, Minn.
WTRW Two Rivers, Wis.
WCPA Clearfield, Penn.
KDAS Malvern, Arkansas
WOKE Oak Ridge, Tenn.
WBUD Trenton, New Jersey
CFCL Timmins, Ontario, Can.
XEAS Nuevo Laredo, Mexico
WTIM Taylorville, Illinois
KGMC Englewood, Denver
KMMO Marshall, Missouri
WBOK New Orleans, La.
WAKN Aiken, South Carolina
WCMY Ottawa, Illinois
WALK Patchogue, New York
WFVG Fuquay Springs, N. C.
KPBM Carlsbad, New Mex.
WMPM Smithfield, N. C.
WATC Gaylord, Michigan

WOPT Oswego, New York
WLIL Lenoir City, Tenn.
KBKH Pullman, Washington
KTYL Mesa, Arizona
WKCT Bowling Green, Ky.
KPLN Camden, Arkansas
WCEH Hawkinsville, Georgia
KGKO Dallas, Texas
WIMO Winder, Georgia
WTCW Whitesburg, Kentucky
KWHP Cushing, Oklahoma
KOKX Keokuk, Iowa
WKAP Allentown, Penn.
KGAL Lebanon, Oregon
WRIC Richlands, Virginia
WRAY Princeton, Indiana
KILO Grand Forks, N. D.
WFHG Bristol, Virginia
KBOP Pleasanton, Texas
WCTT Corbin, Kentucky
KSMN Mason City, Iowa
WGSM Huntington, N. Y.
WCEN Mt. Pleasant, Mich.
WLYC Williamsport, Penn.
WORD Spartanburg, S. C.

WJPR Greenville, Miss.
WPAZ Pottstown, Penn.
WFUL Fulton, Kentucky
WLEA Hornell, New York
WRAG Carrollton, Alabama
WAIN Columbia, Kentucky
WHJC Matewan, W. Virginia
CKPB Victoriaville, Que., Can.
WDKD Kingstree, S. Carolina
WCBA Corning, New York
WYVE Wytheville, Virginia
KERG Eugene, Oregon
WDZ Decatur, Illinois
WPEP Taunton, Mass.
WKVA Lewistown, Penn.
WCOJ Coatesville, Penn.
KTRM Beaumont, Texas
CKVL Verdun, Quebec, Can.
KGWA, Enid, Oklahoma
WNAH Nashville, Tennessee
WJAT Swainsboro, Georgia
KNED McAlester, Oklahoma
KCRV Caruthersville, Mo.
KMAN Manhattan, Kansas
CJSO Sorel, Quebec, Can.

WEYE Sanford, N. Carolina
CFRA Ottawa, Ontario, Can.
KWOC Poplar Bluff, Missouri
WPAW Pawtucket, R. I.
WARL Arlington, Virginia
WROS Scottsboro, Alabama
WELC Welch, West Virginia
WDEV Waterbury, Vermont
WLCS Baton Rouge, La.
WKSR Pulaski, Tennessee
WIAM Williamston, N. C.
KIUP Durango, Colorado
KPOC Pocahontas, Arkansas
WTIL Mayaguez, Puerto Rico
WGCB Red Lion, Pennsylvania
KWCO Chickasha, Oklahoma
WTRP LaGrange, Georgia
KBLO Hot Springs, Arkansas
KRCH Hot Springs, Arkansas
WBRN Big Rapids, Michigan
KSVP Artesia, New Mexico
City Police Dept., Los Angeles
KBHS Hot Springs, Arkansas
WRMA Montgomery, Ala.

WPEL Montrose, Penn.
KGRI Grand Island, Nebr.
KVSA Dermott, Arkansas
KVSP Lubbock, Texas
WMSC Columbia, S. Carolina
WJVB Jacksonville Beach, Fla.
WAGG Franklin, Tennessee
WBLE Batesville, Miss.
WBBO Forest City, N. C.
WLSM Louisville, Miss.
KDUZ Hutchinson, Minnesota
WPCT Putnam, Connecticut
Pinar del Rio, Cuba
YNBH Managua, Nicaragua
Tampico, Tamps., Mexico
KDAV Lubbock, Texas
WLSD Big Stone Gap, Va.
WNRV Narrows, Virginia
WTTR Westminster, Maryland
WLCM Lancaster, S. Carolina
WITY Danville, Illinois
CHED Edmundton, Alberta, C.
WHUN Huntingdon, Penn.
KDBS Alexandria, Louisiana

WMRE Moultrie, Georgia
WHRY Bogalusa, Louisiana
KTIB Thibodaux, Louisiana
KSIS Sedalia, Missouri
KUAM Aguana, Guam
WEAT Lakeworth, Florida
WCRT Birmingham, Alabama
XEKL Jalapa, Ver., Mexico
Morelia, Mich., Mexico
WGSW Greenwood, S. C.
KWRT Boonville, Missouri
WNOS High Point, N. C.
WFTW Fort Walton, Florida
WRUS Russellville, Kentucky
WKSB Milford, Delaware
WKWF Key West, Florida
WJWS South Hill, Virginia
St. Joseph D'Alma, Que., Can.
WLBN Lebanon, Kentucky
KWPM Thayer, Missouri
WOHO Toledo, Ohio
CHRL Roberval, Que., Canada
KTXJ Jasper, Texas
WAGS Bishopville, S. C.

***Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1953, not shown.**

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U. S. A.

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St.
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

In Each Of
Twenty-five

- *More Loyal Listeners Added*
- *More Advertisers Bought Time*
- *More Sales Results Secured*

Just One of WCKY's Many Popular Programs is "The Daily Hit Parade"—6:15-7:00 PM Monday thru Saturday.

LOOK AT THESE RATINGS:

		July-Aug. Pulse
WCKY	50,000 Watts Independent	5.9
Sta. A	5,000 Watts Network	2.6
Sta. B	250 Watts Network	2.8
Sta. C	5 kw/1 kw Network	5.3
Sta. D	50,000 Watts Network	3.0

—and WCKY's Hit Parade has maintained a similar dominance, every year since 1947

When you want audience
When you want results

Buy WCKY

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

Of WCKY's
five years

Join this list of Prestige Advertisers on

"The Daily Hit Parade"

Dr. Lyons Tooth Powder
Schoenling Beer
anbak
he Kroger Co.
Sofskin
Barq Root Beer
Eagle Savings & Loan
Halo Shampoo
Hudepohl Beer
MGM Pictures

There are still a few choice availabilities on this top Cincinnati Radio Show

Call or Wire!

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

WCKY'S L. B. WILSON DIES UNEXPECTEDLY

Pioneer broadcaster is victim of heart seizure last Thursday at Cincinnati residence.

L. B. WILSON, 63, president and general manager of WCKY Cincinnati, and one of the best known personalities in broadcasting, died unexpectedly Thursday night at his apartment in the Sheraton-Gibson Hotel, Cincinnati. A heart attack—which came without warning—proved fatal before he could be removed to a hospital.

Mr. Wilson had been in apparent good health. He had shown no outward signs of concern over his pending Miami tv application or his affairs generally, his associates said Friday. When he felt badly Thursday at 10:30 p.m. he called his doctor, complaining of a pain in his chest. The doctor arrived in 10 minutes and administered morphine and adrenalin. Mr. Wilson rallied, and while arrangements were being made to move him to a hospital, he began to fade. The end came in about half-an-hour.

Mr. Wilson, with a theatrical background, introduced showmanship in the WCKY operation upon taking over its active management

MR. WILSON

two years after he had established the station in 1929. He was one of the first broadcasters to successfully operate a high powered independent station in a major market after having been affiliated with several networks. He has specialized in mail-order business.

For many years Mr. Wilson had divided his time between Cincinnati and Miami where he and Mrs. Wilson maintained a home. L. B. Wilson Inc., licensee of WCKY, is an applicant for ch. 10 in Miami in a four-way hearing contest now awaiting initial decision.

Mr. Wilson is survived by his widow, the former Jean Oliver of the legitimate theatre, and a brother, Hansford, a retired Broadway actor who created the original role of Lester in "Listen Lester."

L. B. (his christened name, the "L" for his mother and "B" for his father) took over management of WCKY after the station had lost heavily in its first two years. He was new to radio but he knew show business. In addition to having been a performer, he also owned a chain of theatres in Covington, Ky., across the river from Cincinnati, and in Cincinnati.

He was born in Covington on May 20, 1891, the youngest of seven children. L. B. was actually reared in show business, starting in his teens as an impresario for penny neighborhood theatres. In 1912 he spent nine months in Europe with his brother Hansford, doing a turn on the stage as a song and dance man. Back in Covington he managed neighborhood theatres, operated a cigar shop, which became a favorite gathering place for business and professional men, and served for 10 years as executive secretary of the Industrial Club.

In 1910 he got a job on the *Cincinnati Times-Star* covering Covington. His biggest assignment was covering the Republican National Convention in 1912.

In 1923 L. B. re-entered show business and built his first theatre—the Liberty—in Covington. Afterward he built additional theatres, organized a bank and, finally in 1929, established WCKY in Covington. WCKY subsequently was moved to Cincinnati, after an unprecedented promotional barrage which had identified the station as "One Minute from Cincinnati" and "Doing a Job for the Advertiser."

Mr. Wilson, who stood barely five feet, was renowned as a humanitarian and humorist. He abstained completely from alcohol. He claimed his greatest vice was candy and ice cream.

The body lay in state at John J. Gillgan & Son Funeral Home in Cincinnati on Sunday. Services are to be held in Miami Beach on Wednesday, 2 p.m., at the Walsh & Wood Funeral Home, 7140 Abbot Ave., with interment in Woodlawn Park, Miami.

NBC Spot Sales Meets With Stations in N. Y.

MANAGERS of promotion, publicity and merchandising for stations represented by NBC Spot Sales will hold their third annual meeting in New York Thursday and Friday. Theme of the meeting will be "12 giant steps forward." Twelve steps, one for each month of the year, will be developed during the clinic. Ideas will be exchanged among the stations represented at the meeting and a system for a constant exchange of such ideas will be established. Meetings will be held at the Hotel Warwick.

Top management executives who will attend and address the meeting include: Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales Div.; Thomas B. McFadden, director of NBC Spot Sales; Harry Mason Smith, vice president of Crosley Broadcasting Corp., and Hamilton Shea, general manager of WRCA-AM-TV New York.

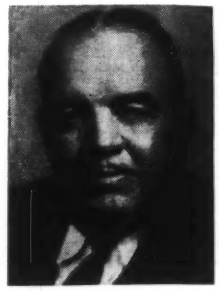
H. W. Shepard, new business and promotion manager, Mort Gaffin, advertising manager, Max E. Buck, merchandising director, and Robert F. Blake, publicity director, are co-chairmen of the NBC Spot Sales clinic. Among advertising and promotion managers who will attend the session are: Bob Adams, WRC-AM-TV Washington; J. Byron Felter and Frank Goerg, WRGB (TV) Schenectady; Charles Hill, WAVE-AM-TV Louisville; Dick Jones, Crosley Broadcasting Corp.; John Keyes, WMAQ-WNBQ (TV) Chicago; John Kenaston, KRCA (TV) Los Angeles; Tony Kraemer, WRCA-AM-TV New York; Dean Moxley, KNBC San Francisco; Dave Pasternak, KSD-AM-TV St. Louis; Al Perlmutter, WRCA-AM-TV; Clem Scerback, WTAM-WNBK (TV) Cleveland, and Milt Schwartz, WRCA-AM-TV.

Merchandising managers who will be in attendance are: Harry Camp, KRCA (TV) Los Angeles; William Dallman, WTAM-WNBK (TV) Cleveland; Frank Downes, WMAQ-WNBQ (TV) Chicago; David Engles, KNBC San Francisco; Curt Prior, WRC-AM-TV Washington, and William Rich, WRCA-AM-TV New York.

William E. Anderson, WRCA-AM-TV New York; Chet Campbell, WMAQ-WNBQ (TV) Chicago; Robert Horan, WTAM-WNBK (TV) Cleveland; Robert Pelgram, KRCA (TV) Los Angeles, and Jane Morrison, KNBC San Francisco, all publicity managers, also will be present at the clinic.

WFBL's Samuel Woodworth Succumbs to Heart Attack

SAMUEL WOODWORTH, 58, general manager of WFBL Syracuse, N. Y., and pioneer broadcaster in Central New York, died Oct. 23 at Syracuse General Hospital of a heart attack.



MR. WOODWORTH

Mr. Woodworth began as an amateur radio operator in 1912, and during World War II he served with the Signal Corps in France, where he studied French and British radio facilities. In 1920, he was licensed to operate a small radio station at his home in Syracuse, and on Feb. 4, 1922, started regularly scheduled programs from his station, WLAH.

Mr. Woodworth operated WLAH as a hobby while he worked in the radio department of Westinghouse Electric Co. In 1924, WLAH was moved from Mr. Woodworth's home to quarters in the Onondaga Hotel, its present location, as WFBL.

In 1930, the Onondaga Radio Broadcasting Corp. purchased the station. Mr. Woodworth was retained as general manager.

He is survived by his wife, Mrs. Cora Comins Woodworth, two daughters, a brother, two sisters and a grandchild, all of Syracuse.

Henry Steele Lewis, 54, WTAR Vice President, Dies

HENRY STEELE LEWIS, 54, vice president-treasurer of WTAR Radio Corp. (WTAR-AM-FM-TV Norfolk) and president of the *Norfolk Virginian-Pilot* and *Norfolk Ledger-Dispatch*, died Oct. 24 after a long illness. Mr. Lewis had been associated with WTAR since 1932 when he was elected secretary and treasurer. In addition to being a director of WTAR Radio Corp., he was a director of Richmond Newspapers Inc., Norfolk Newspapers Inc., Ledger-Dispatch Corp. and the Seaboard Citizens National Bank. He is survived by his wife, a son, a brother and two sisters.

P. K. Ewing, WGRM-WMIS Dies After Long Illness

P. K. EWING, 62, operating WGRM Greenwood and WMIS Natchez, in Mississippi, died Wednesday after a long illness. He had been in radio many years, and formerly was general manager and vice president of WDSU New Orleans. He had been active in management of WGMR and WMIS until his health failed. Previously he had operated stations in Gulfport, Jackson and Vicksburg, Miss.

with WAVE

you don't buy the palm tree—

YOU BUY THE COCONUT!

If you want to do a top radio job in the best part of Kentucky, you obviously don't need to buy the whole radio "tree" — trunk, roots *and* branches!

WAVE GIVES YOU THE BEST OF KENTUCKY — AT MINIMUM COST. WAVE's 50% BMB daytime area is almost precisely the same as the Louisville Trading Area, which racks up *42.5% of this State's total Effective Buying Income.*

WAVE PROGRAMMING GUARANTEES AUDIENCE. WAVE is *the only NBC station* in or near Louisville. But network attractions are only part of our appeal. 62 good people on *radio* (44 of them working on-the-air activities rather than sales, etc.) give us better news, better sports, better local programming *all along the line.*

WAVE alone in Louisville gives you ALL the coconut, at the *right* price. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives

KGO-AM-TV MERGES RADIO-TV FUNCTIONS

IN KEEPING with the American Broadcasting Co.-United Paramount Theatres economy program, James Connolly, vice president of ABC's KGO-AM-TV San Francisco, today anounced consolidation of the stations' radio and television operations, effective Nov. 1.

In the announcement Mr. Connolly said he would take active charge of KGO and KGO-TV, with Vincent Francis, formerly the tv station manager, becoming local radio and television sales manager and David Sacks, formerly tv sales manager, becoming national sales manager for both radio and television.

Russ Baker, tv program manager, takes over the same job for the radio station. Roy Grande, formerly program manager for radio, has resigned. Other changes include the resignation of A. G. (Shortie) Evans former business manager for the two stations. Harry Jacobson, formerly chief of tv engineering, has been named chief of engineering and building maintenance for both radio and television.

Additional changes as a result of the consolidations will be announced soon, Mr. Connolly said.

Harley West Named Manager For WKST-AM-TV New Castle

HARLEY M. WEST Jr., formerly manager of WNEM (TV) Bay City-Saginaw, Mich., has been appointed manager of WKST-AM-TV New Castle, Pa., according to Sam W. Townsend, president of the station. Mr. Townsend also announced that A. W. Graham, one of the founders of WKST, has retired to Florida, but will continue as an officer, director and stockholder of the station.

MR. WEST

WJIM-AM-TV Dedicates Elaborate Country House

DEDICATION of the new WJIM Country House of WJIM-AM-TV Lansing, Mich., was scheduled yesterday (Sunday) evening with 200 guests from the nation's public life as well as leaders in advertising and other business lines. Harold F. Gross, WJIM president, arranged the inaugural ceremonies.

The million-dollar expansion project brings to Lansing what is described as one of the most impressive radio-tv structures in the nation, incorporating many new features and providing efficient facilities.

FCC Chairman George C. McConnaughey and Mrs. McConnaughey were honor guests at the formal opening along with Sen. Charles E. Potter (R-Mich.).

An hour-long program included such tv artists as Eddie Fisher, George Gobel, Janice Paige, McGuire Sisters, Tommy & Jimmy Dorsey orchestra, Bud & Cici Robinson and others. Greg Garrison directed and produced the program.

The radio and tv stations have been going through a 30-day shakedown period in the new quarters.

WABD (TV) Sets Color

DuMONT'S WABD (TV) New York was to begin color telecasting yesterday (Sunday) at 6 p.m. with three filmed programs. A color program will be presented by the station each Sunday thereafter at the same time, according to James L. Caddigan, DuMont's director of programming and production. The series, titled *Sunday Supplement,* will consist each week of three "pages." The premiere program was to feature "The Story of Colonel Drake," which recounts the drilling of the first oil well in Pennsylvania, plus cartoon and a travelogue.

WFEA Protests Action Banning Tape Recorders

SHARP protest was delivered by WFEA Manchester, N. H., after the local school board voted 8-5 last fortnight to ban the use of a tape recorder during a board meeting.

The board action was taken after a motion to eject Alan Rock, WFEA news editor, from the hearing was amended to apply only to the recorder.

According to news reports, the motion was invited when Vice Chairman Timothy Landrigan, presiding at the session, said to Mr. Rock that the station staff had been instructed by its "boss" to "go out and attack every city official, and I think that's the nearest thing to a communist program I have ever heard."

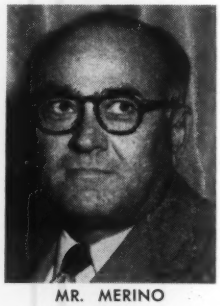
WFEA's station manager, Norton I. Virgien, retorted that the allegation "is a plain unvarnished untruth" and that the only "instructions" given his newsmen were "to seek out and report facts of interest to citizens of Manchester and New Hampshire wherever they may be found and regardless of the personalities involved."

To the "communist" allegations, Mr. Virgien declared, "communism will never flourish when news media are permitted to inform the public factually of the activities of their elected officials." He said it appeared that "Mr. Landrigan and his supporters . . . have not been accustomed to the public being so informed of their activities."

Mr. Rock, who for several months had been covering school board meetings with a recorder, was permitted to remain at the hearing and take notes of its proceedings.

Merino Named Manager Of KFSD-TV San Diego

JOHN C. MERINO, in managerial positions with KFSD San Diego since 1946, has been appointed station manager of KFSD-TV there, according to William E. Goetze, new general manager of KFSD-AM-TV.



MR. MERINO

Mr. Merino will report to Mr. Goetze, who is selling his interest in Elliott, Goetze & Boone, San Francisco advertising agency, and will take charge of KFSD-AM-TV today (Monday).

The KFSD properties were recently purchased by Fox, Wells & Co. for $2,227,500 from Airfan Radio Corp. [B•T, Oct. 18]. The new corporate name is KFSD Inc.

DUAL WABC POSTS GO TO RENAULT

APPOINTMENT of Michael A. Renault as acting general manager and sales manager of ABC-owned WABC New York is being announced today (Monday) by Robert E. Kintner, president of ABC. Mr. Renault succeeds Ted Oberfelder, who has been named vice president and general manager of ABC's WABC-TV New York [B•T, Oct. 25].

MR. RENAULT

Mr. Renault, who will assume his new post today, joined WABC (then WJZ) in 1950 as an account executive, and was promoted to commercial manager in December 1952. Previously he had been with the representative firms of Donald Cooke Inc. as New York manager and with Headley-Reed Co., New York, as account executive. During World War II, Mr. Renault served five years in the U. S. Army.

CBS Spot Sales Releases New Issue of Market Book

LATEST edition of CBS Radio Spot Sales Market Book is being distributed, Richard F. Hess, director of research for CBS Radio Spot Sales, announced last week. The 21-section, 157-page volume features major-city media information for each of the 14 represented markets, including base rates for radio stations, tv stations and newspapers.

Market data includes a new feature: income and spending unit data by size of spending unit income.

Information in the new volume was summarized mainly from material in the latest Sales Management *Survey on Buying Power* and the farm portion of *Standard Rate & Data's Consumer Markets.*

WKBN-TV Increases Power From 16 Kw to 160 Kw

TEN-FOLD power increase, from 16 kw to 160 kw, has been announced by WKBN-TV Youngstown, Ohio, by Warren P. Williamson Jr., president and general manager. Using its new 12½ kw RCA transmitter, the changeover went into effect on Oct. 17.

Hanrahan Advises Aussie Tv

JAMES C. HANRAHAN, general manager of WEWS (TV) Cleveland, Ohio, was scheduled to leave yesterday (Sunday) for Australia to serve as consultant to the developing tv industry there. A Royal Commission recently formulated allocation plans for commercial and government-owned channels. Mr. Hanrahan expects to be back in the U. S. by Christmas.

MR. HANRAHAN

Reprint from the July 3 Oregon Journal

...Spilman, stepfa... Japan. Spilman ma... mother, adopted boy. Soon after ... began to be pals. (AP.)

...ith a nice ... farm. Witness reac... ...Benson, 11, getting ready for YMAC "rodeo" ...on, W. Va., as Tim Lovett looks on. (AP.)

The Lowdown — Radio ★ TV — B MIKE

By William Moyes

A GENT JUST RETURNED from touring across the country . . . with his car radio turned on . . . reports programs are about the same . . . mostly records. The big change is in the announcers.

The old, dignified spielers have either been fired or quit and gone to work . . . and station owners have replaced them with noisy morons they apparently rounded up in pool halls, cocktail bars, under bridges and in the waiting rooms of psychiatrists' offices. Bums that 10 years ago they wouldn't have hired to clean out the washrooms.

★ ★ ★

INFORMALITY is the motto of this new type gabbler. He aims to be as relaxed and limp as a bar rag. Old type spielers used to say "off the air, due to circumstances beyond our control." The up to date lout throws his head back and blasts "Hey! Whatinell's wrong wit the power!"

★ ★ ★

YOU KNOW who's responsible for this new kind of lout. Arthur Godfrey. Today every platter spinner is his own Gortrey. Eating, sneezing, coughing into the mike . . . as relaxed as a busted suspender. He stands at the mike, head down . . . his tongue hanging down like a deflated circus balloon . . . and he never bothers to retract it into his bazoo even while talking.

The chances are he dresses in soiled Hollywood sports clothes, like that other exponent of relaxation, Bing Crosby.

★ ★ ★

THE STATION MANAGER (general manager, that is), who five years ago would have fired the no-good loafer in two minutes, does nothing now . . . because he's got his own troubles. He sits in his office with his legs wound around each other like spliced wire . . . worried stupid over the dropoff in billings.

If he ever thinks of firing this sweat-shirt Psycho at all, it's only to make way for some crazy cowpoke he's heard about in Mississippi who can Yahoo so loud people can hear him without evening turning their sets on.

★ ★ ★

IT ISN'T ONLY in little cities which you hear while touring that things in radio have become as relaxed as a handful of dead beef liver. A certain big network staton in Los Angeles has gone sloppy too . . . sloppier than anyone else.

Leave us look at what the brains of that big flagship station have come up with in the way of becoming informal.

★ ★ ★

"POSSIBLY the most informal radio program on radio . . ." says the station's press agent (unless he has been fired for economy reasons and it's the janitor who's doing the talking) is Henry (Whosis') "Meet the Melody" program, heard for two hours each afternoon. Close to 100 persons can be accommodated in the studio and they're free to come and go as they please, during the program.

"Essentially a recorded music program, Henry is now incorporating amusing games he plays with the audience, interviews and gallons of coffee for everyone.

"If a guest has any special preference in music, Henry tries to play some records for him."

★ ★ ★

IN FORMER DAYS, Henry wouldn't just "try" to play some records. He'd play them or else he'd be fired. But on this show, it seems even the turntable is informal; it plays only if it wants to.

★ ★ ★

THAT'S modern, informal radio in LA . . . a room with 100 people in it . . . asking each other questions . . . playing games (leapfrog, I suppose) or lying on the studio carpet bubbling at the mouth and wishing the management would turn up the air conditioning or install Turkish baths for use in cold weather. Emceeing this group is old Sloppy himself (probably in bare feet and shorts) pondering on whether to wave at the man in the control booth to try and spin one or two records.

Since presumably there's a mike in the studio, some of the lazy proceedings must be getting out onto the air. And in an office building downtown, the board of directors is probably planning to ask the FCC to let them shut down the transmitter, to save juice, and grant them a permit to operate ... oversize jukebox.

★ ★ ★

AT THE LABOR ... tion in Astoria, ... who is sec. of th... eration of La... one of the t... his busine... the hotel ... partakin... ... ne... "Sa...

SIDE GLANCES — By Galbraith

We believe that the esteemed William Moyes is a bit too caustic in appraisal of radio personnel in his column — but it is being reprinted in its entirety as a warning to everyone connected in Radio, Television and allied Electronics . . . an honorable profession that must never include the "noisy morons", so cynically referred to by Mr. Moyes . . . We do not agree with him in his castigation of Arthur Godfrey and Bing Crosby . . . Neither needs defense against such criticism . . . Millions of viewers and listeners are proof of that . . . But our industry, because of its very necessity in reaching every home, every family, every child and every adult, must maintain its just dignity . . .

Northwest Radio and Television School is proud that every one of its thousands of graduates has followed through with that principle. The ones now being trained will do the same.

THE NORTHWEST RADIO AND TELEVISION SCHOOL

WILLIAM A. SAWYER, *Director*

PORTLAND, OREGON • HOLLYWOOD, CALIFORNIA • CHICAGO, ILLINOIS

Blair Appoints Harrison To Head St. Louis Office

THOMAS C. HARRISON, director of national spot sales, WSM Nashville, has been appointed manager of the St. Louis office of John Blair & Co., radio station representative firm. He succeeds J. Chris Hetherington, whose retirement was announced last month [B•T, Oct. 25]. Mr. Harrison will join Blair immediately before the first of the year.

For the past three years, Mr. Harrison has been director of national spot sales for WSM. Prior to his association there he was with Brown Radio Production, Nashville. He entered the advertising field in 1946 with the sales and radio promotion department of Ralston-Purina Co., St. Louis.

Lacey Renews WINS Contract

NEW five-year contract has been signed with WINS New York by its seven-year veteran m.c., Jack Lacey, it was announced last week by Robert J. Leder, vice president and general manager. According to Mr. Leder, the salary increase which was included in the contract will place Mr. Lacey in the nation's "top five" disc jockey category, financially. Mr. Lacey, who gave up teaching at Connecticut State Teachers College to enter radio as an announcer, joined the outlet in 1947 and has two radio shows daily.

Von Kaenel, Ferrara to Petry

JOAN VON KAENEL, advertising and promotion staff of National Newspaper Syndicate, Chicago, has joined Edward Petry & Co., that city, to work on tv promotion and service Petry's Midwest accounts. She also will develop sales service information for use by all Petry offices. Mrs. Von Kaenel was formerly with the advertising and promotion department of NBC New York, and promotion assistant at WTAM and WNBK (TV) Cleveland.

Nancy Ferrara, formerly of Hilton & Riggio, has been added to Petry's tv promotion staff in New York as sales service manager.

KPTV (TV) Plans Megawatt

KPTV (TV) Portland, Ore., the country's first commercial uhf station, expects to be operating at maximum 1,000 kw by March 1955, Russell K. Olsen, general manager, announced last week. The project will cost about $350,000, Mr. Olsen said, with construction now underway to replace the ch. 27 outlet's present 210-ft. tower with a new 540-ft. structure. The new tower is expected to be completed by Nov. 15, with delivery of an RCA 25 kw transmitter and 45-gain antenna set for February.

Not Missing a Minute

TEST PATTERN from 10 a.m. to 2 p.m. on WTOM-TV Lansing, Mich., ch. 54 outlet there, has been sold by the station to the newly-formed Radio-Television Assn. of Lansing, organization of appliance dealers and servicemen. Each day over the six-day-a-week schedule a different service station is plugged on the ID with a voice transcription cutting in every hour to identify the particular dealer. In announcing the sale, Tom Shull, station president, said that in addition to increasing WTOM-TV's revenue, dealers have an opportunity to align sets and sell new receivers and converters.

STATION PEOPLE

MR. MERRIDEW

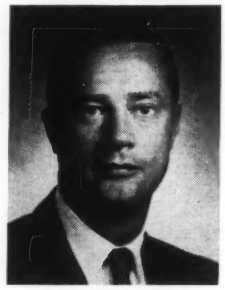
Reginald P. Merridew, program director, WGAR Cleveland, appointed director of operations.

J. Frank Doody appointed sales manager, CHSJ-TV St. John, N. B.; **William Stewart** appointed program director; **Fred Blizzard** appointed film editor.

Alexander Field, formerly public relations director, promotion manager and special events announcer, KENI Anchorage, Alaska, to WLW Cincinnati as assistant director, special broadcast services department.

Bill Goodnow, formerly with sales staff, WTMJ Milwaukee, appointed sales manager, WCAN there.

William B. Faber, formerly vice president of tv, Headley-Reed Tv, N. Y., appointed sales manager, WFLA-TV Tampa, Fla.



MR. FABER

Chuck Conner, commercial manager, KTVA (TV) Anchorage, Alaska, and **Jack Markward,** WHAS-TV Louisville, Ky., to sales staff, WOOD-AM-TV Grand Rapids, Mich.; **Charles Robinson,** formerly with engineering staff, WFBM-AM-TV Indianapolis, Ind., to WOOD-AM-TV as assistant chief engineer.

Betty Mattson appointed public relations director, WCFL Chicago.

Benton Paschall, L. A. station representative, appointed L. A. sales manager, KERO Bakersfield, Calif.

Robert J. McIntosh, formerly general manager, WJPS Evansville, Ind., to WWJ Detroit as local sales manager.

MR. McINTOSH

Fred Haner, formerly art director, WROW-TV Albany, N. Y. to WTRI (TV) there in same capacity, succeeding **Charles Cummings,** who moves to Hevenor Adv., same city.

William R. Rollins, announcer-disc m.c., WAYS Charlotte, N. C., transfers to WAYS-TV as chief announcer.

Gordon Lochwood, formerly with KPDN Pampa, Tex., to WELI New Haven, Conn., as disc m.c.

Bill Traphagen, production manager, WTVB-AM-FM Coldwater, Mich., to WKZO-AM-TV Kalamazoo, Mich., as disc m.c.

Sterling Advice

UNPRECEDENTED "institutional" messages, in which an ABC vice president will tell viewers of his station's daytime programming plans, have been announced by the network's o&o WBKB (TV) Chicago. Sterling (Red) Quinlan, vice president in charge of the outlet, will go before the cameras Nov. 6-8-11 for a half hour each evening and explain WBKB's "Half-Nelson" plan of programming blocked for different types of audiences throughout the telecast day.

Thomas W. Thuman, sales manager, WSAI Cincinnati, appointed to newly-created position, national sales manager.

MR. THUMAN

Bob Wolff, sportscaster, WWDC-AM-FM Washington, signed by WPIX (TV) New York as announcer for Madison Square Garden sports events during 1954-55 season.

Jim Brown, announcer, KSON San Diego, Calif., to KFSD there, in similar capacity.

Ed Joyce, announcer, WRGB (TV) Schenectady, N. Y., to WBBM Chicago in similar capacity.

Jim Shirek, formerly news director, KNUJ New Ulm, Minn., to news center staff, WMT Cedar Rapids, Iowa.

Lloyd Perrin, vacation replacement announcer, KFI Los Angeles, appointed permanent announcer, succeeding **Jim Todd,** promoted to farm director.

Gino Da Dan, accounting staff, WMAQ-WNBQ (TV) Chicago, transfers to advertising-promotion staff as writer.

Terry Saint, announcer, WMAZ-TV Macon, Ga., to WJNO-TV West Palm Beach, Fla., in same capacity.

John Hartman, announcer, KWKH Shreveport, La., to WKY-AM-TV Oklahoma City, in same capacity; **Barbara J. Embree** and **Barbara Winkler** to public relations staff, WKY-AM-TV.

Harold Bates, formerly with KONA Honolulu, to KGMB there as announcer.

Irvin M. Kipnes, secretary, Beachview Broadcasting Corp., Norfolk, Va. (ch. 10 applicant), father of boy, Thomas J. B., Oct. 20.

Thomas Blake, 28, former vice president and general manager, KSTV Stephenville, Tex., died Oct. 11.

REPRESENTATIVE APPOINTMENTS

KULA-TV Honolulu has appointed Adam Young Television Corp., N. Y.

KILO Grand Forks, N. D., appoints Everett-McKinney Inc., N. Y., effective today (Mon.).

WTOM-TV Lansing, Mich., has appointed Everett-McKinney Inc., N. Y.

KOSI Denver has appointed Forjoe & Co., N. Y.

WKDA Nashville, Tenn., has appointed John E. Pearson Co., N. Y.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

BIG MIKE
THE TRUCKER

This month Big Mike salutes the truckers who play such an important part in getting the livestock, grain and other farm produce . . . as well as manufactured items . . . to market.

Several of the nation's largest and best known trucking firms started and maintain their headquarters in Nebraska. Last year there were nearly 60,000 commercial trucks and more than 78,000 farm trucks registered in Nebraska. Monthly payroll of the industry in Nebraska alone estimated at $40,000,000. These 138,000 trucking units form an important transportation link in connecting the production areas with the market and ultimate consumers and keep Nebraska one of the nation's top markets.

Just as truckers play an important part in the development and progress of the Nebraska Market . . . so does Big Mike. Smart advertisers have recognized the power and the influence of KFAB in the Midwest Empire. Free and Peters will be glad to tell you how you can reach the people who make this area tick by using KFAB . . . or get the facts from Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB** 50,000 WATTS **OMAHA** CBS RADIO

McCONNAUGHEY PUTS HIMSELF ON RECORD AT RTES-NAEB MEET; HENNOCK DISSENTS

FCC chairman takes a strong stand against program censorship. Comr. Hennock explodes at chairman's suggestion that educators explore use of, among other things, community antenna systems. Top industry officials were in attendance.

WITH LESS than a month in the chairmanship of the FCC, George C. McConnaughey strode onto the radio-tv scene Thursday with a maiden speech on the media, drawing an attendance of top industry leaders and also a vigorous "dissent" by FCC Comr. Frieda B. Hennock.

Mr. McConnaughey's speech, made in New York before a record audience of some 600 at a joint Radio & Television Executives Society and National Assn. of Educational Broadcasters luncheon in the Hotel Biltmore, placed the chairman on record with the following:

- A strong stand against program censorship.
- An invitation to educators to do something about idle tv channels reserved for them and also suggestions where they could use tv in other than a broadcast capacity.
- A reminder that commercial broadcasting is free so far as listener and viewer are concerned and dependent on advertisers to keep it alive.
- A caution to broadcasters that the commercial air "should not be confined to just sales plugs interspersed with entertainment."

Miss Hennock's explosive and highly-emotional attack—without reference to Chairman McConnaughey by name—was made during a news conference held by the chairman after his luncheon address.

In attendance at the conference, Miss Hennock, while directing her remarks against "commercial interests" in the broadcast field, challenged those portions of Mr. McConnaughey's speech which dealt with educational tv channels.

Her attack centered on Mr. McConnaughey's suggestion near the close of his talk that educators explore "other non-commercial fm and tv outlets" open to them, including cooperation with commercial stations in the community, "campus networks," closed circuit tv and community antenna systems.

Miss Hennock, vociferously informing newsmen, "I'm fighting mad about this and I don't mind saying so," labeled what she called the suggestions of "commercial interests" for educational exploration other than tv channels an "outrage."

Continuing her attack, Miss Hennock said, "I challenge all four networks to debate" the issue. Educators, she cried, "will not be relegated to closed circuit tv." What have the networks done for educational tv? she asked. Their record on educational tv, she asserted, "is not a pretty one."

No Reorganization Planned

During his news conference, Mr. McConnaughey said the FCC had received the Bricker questionnaire (Senate Interstate & Foreign Commerce Committee investigation into network affiliations) and that FCC's staff was working on it. He also said he did not anticipate any reorganization of the Commission in the wake of his appointment as chairman.

In his speech, Chairman McConnaughey said he favored "as few controls as possible, and only those that are justified and basically necessary in the public interest." He said this applied to federal regulation of other types of electrical communication under FCC jurisdiction as well as to broadcasting.

Congress, he said, "specifically posted a 'hands-off' sign as far as federal censorship is concerned." He quoted President Eisenhower on the "repugnance of thought control" when —in the words of the President—"censorship goes beyond the observance of common decency or the protection of the nation's obvious interests, it quickly becomes, for us, a deadly danger."

"As far as broadcasting is concerned," Mr. McConnaughey said, "the industry is its own policeman. Radio and television groups operate voluntarily under codes of their own."

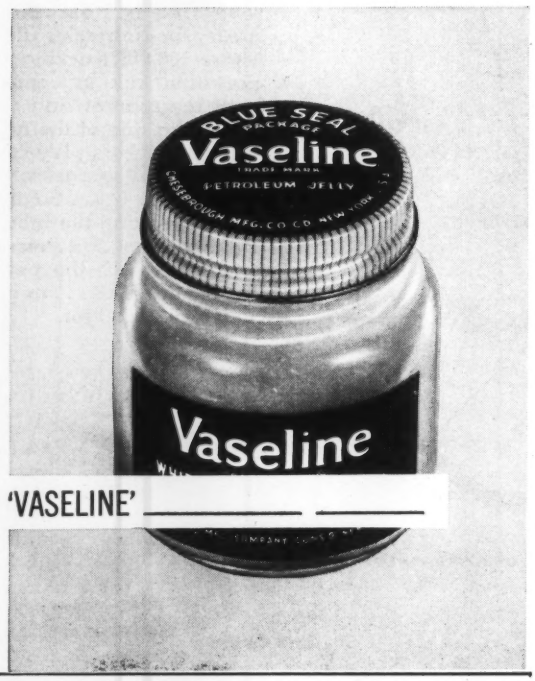
At another point in his talk, he said:

"Though many people feel, and rightly so, that some commercial blurbs are overdone—that 'now a "word" from our sponsors' has become the longest 'word' in the English language—sight should not be lost of the fact that commercial broadcasting in our country is free as far as the listener and viewer are concerned and, therefore, it must depend upon advertisers to keep going."

On commercial broadcasting which is "confined to just sales plugs interspersed with entertainment," Mr. McConnaughney asserted: "The

What's their whole name?

MARY _____ _____



'VASELINE' _____ _____

Products, like people, are sometimes known by just *part* of their name. In the case of 'Vaseline', this is a mistake. Because, actually, 'Vaseline' is not in itself a whole name. It's the trade mark used to designate a whole line of products, viz: 'Vaseline' Petroleum Jelly, 'Vaseline' Hair Tonic, 'Vaseline' Lip-Ice Pomade, etc. So when you refer to a 'Vaseline' product, won't you please use its *whole* name? We'll appreciate it a lot!

ANSWERS: Mary Margaret McBride
'Vaseline' Petroleum Jelly

CHESEBROUGH MFG. CO., CONS'D

YOU MIGHT SCORE 4 TOUCHDOWNS IN 12 MINS.—*

BUT . . . YOU NEED WKZO RADIO TO BREAK SALES RECORDS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, scores heavily, eighteen hours per day, in Western Michigan. Pulse figures, left, prove it. On a quarter-hour, 52-time basis, WKZO delivers:

321.4% more afternoon listeners than Station B—and 181.0% more morning listeners—for only 35.3% more money!

Nielsen figures confirm the WKZO audience facts. They credit WKZO with 177.7% more average daily daytime families than Station B!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Red Grange of Illinois did it in the first 12 minutes of the 1924 Michigan game.

public won't stand for that. It also wants some sober thought and enlightenment."

The FCC chairman said he was "apprehensive" at times that use of the term "educational program," "rubs many listeners and viewers the wrong way." To the man who "twists the dials primarily for entertainment, the words recall enforced study in the classroom and imply academic instruction."

Mr. McConnaughey said, "It is impossible to agree on what constitutes an educational program, or where the educational element ceases and the commercial aspect begins." He cited music, news, travel, round-table discussions among many entertainment programs which also could be called "educational."

"To my mind," he said, "there is some degree of education in all types of broadcasting—am, fm, tv, closed circuit "and even amateur conversations on the air."

200 Had Licenses

In reviewing the history of educational broadcasting, Mr. McConnaughey pointed out that by 1925, nearly 200 educational groups held am licenses but when the FCC was created in 1934, "for various reasons most of these stations were off the air." He said about 35 stations licensed to educational institutions still operate in am, a score of these being non-commercial. When FCC in 1938 set aside certain am frequencies for educators, "only a few took advantage of them. Some of those which did so changed" to fm, he said.

After educators pleaded for fm channels, Mr. McConnaughey said, the FCC in 1945 reserved 20 channels. "But the educational response to fm's opportunities has been disappointing," he asserted, despite fm's low-cost in operation. FCC authorized low power operation and later remote-control of fm, he reminded—"yet today this considerable space in an otherwise congested spectrum is still going begging."

In tv, he said, "enthusiasm in educational circles is particularly intense" but the fact that it is the most costly form of broadcasting "is proving to be a considerable stumbling block at the present time." He said: "The economic truth is that more than just 'vision' is required to 'see' educational television."

Noting the slow pace of educational tv grants —33 since mid 1952, Mr. McConnaughey said only seven thus far have made their air debut. Stressing costs, he also warned educators to be aware that color if envisoned by them, will greatly increase budget needs.

With facilities for 252 non-commercial, educational channels open, "it is now up to the educators to use them," he said. "The development and future of educational tv depends upon it. This is a challenge to the educators."

He said cooperation between local commercial am, fm, and tv stations and schools or other educational institutions has been "very successful" with programs aired generally without cost to educators. He said networks, national, state and regional, welcome "suitable programs" which help emphasize what they are doing in the matter of educational service.

Mr. McConnaughey noted, "This is a day of high competitive program selection. The general public is so accustomed to depending upon commercial radio and tv for entertainment, enlightenment and relaxation that educational subjects must be expertly presented in order not to bore a critical viewing or listening public which is quick to turn the knob."

Miss Hennock was highly critical of both the am and fm picture as related to educators drawn by Mr. McConnaughey, in his talk.

Miss Hennock also said that hearings on subscription tv were long "overdue" at the FCC and that she believed they should be held as soon as possible. She also outlined the relationship of pay-as-you-see tv with uhf. On uhf, Miss Hennock was critical of the Potter subcommittee which held hearings on the status of uhf, asking why the group did not publish an interim report.

Washington. N. C., Ch. 7 Granted to WRRF Owners

GRANT for the first new tv station at Washington, N. C., on ch. 7, was issued by the FCC last week to North Carolina Television Inc., headed by W. R. Roberson Jr. He and other members of the Roberson family own WRRF at Washington. Commissioner Hennock dissented.

Other stockholders in the new tv venture include officers and stockholders of WGBR Goldsboro; WVOT Wilson (H. W. Anderson); WELS Kinston (William S. Page); WCPS Tarboro (V. E. Fountain); WHIT New Bern, and WTVD (TV) Durham (Harmon Duncan), all in North Carolina.

The application of North Carolina Tv disclosed affidavits by each stockholder agreeing that separate staffs, management and contracts will be maintained by the tv and each am station and, that no combined rates, purchasing or simulcasts will be permitted.

On the Air

WOHO

THE FINEST BUY IN RADIO

In this billion dollar market you can now reach over 500,000 persons at lower costs than ever before. The rich trading areas of Northwestern Ohio and Southeastern Michigan are awaiting the sales messages of budget-wise, cost-minded advertisers.

TAKE A PROFIT!!! **TAKE WOHO!!!**

1,000 WATTS
1470 KC

TOLEDO, OHIO

FULL TIME

JOHN E. PEARSON CO. — NATIONAL REPRESENTATIVE

(Advertisement)

PHOTO GREAT LAKES STEEL CORPORATION, DIVISION OF NATIONAL STEEL CORPORATION.

Suppose steel couldn't price its own product

The steel companies and the railroads have a great deal in common. Each is basic to the nation's economy and defense. Each is a large and good customer of the other.

However, while steel management is entirely free to exercise its judgment in adjusting prices to obtain business and meet competition, railroad management is not. It is prevented from doing this by regulations originally aimed at curbing railroad monopoly, a situation which disappeared many years ago.

Steel can adjust its prices overnight by management decision—which is as it should be in a free economy. The railroads must first submit proposals to the government before they can raise or lower rates, and then are frequently subjected to delay.

Steel can quickly stop the manufacture of any item which dwindling demand causes to be made at a loss. The railroads are prevented from abandoning many unprofitable services without recourse to long and involved regulatory processes—and then are often denied approval and forced to continue unneeded services at heavy expense.

Because of these and many other inequalities, the railroads—vital to the country and its economy—operate under increasing difficulties that handicap their managements in taking steps aimed at giving the best possible service to the public.

The railroads do not seek relief from all regulation. They ask only that the regulations under which they operate be modernized in line with today's highly competitive conditions in the transportation industry . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

FRANK FOLSOM, RCA president, both gave and received medals last Monday in Washington. Appearing in his role of president of National Security Industrial Assn., he gave the James V. Forrestal medal (left photo) to President Eisenhower. That morning Mr. Folsom was presented the Cross of Commander of the Royal Order of the Phoenix (right photo) for his service to Greece. L to r: Brig. Gen. Sarnoff, RCA-NBC board chairman; Mr. Folsom; Ambassador Athanase Politis of Greece, and Robert T. Stevens, Secretary of the Army.

LAMB CASE HEARS STORY CONFLICTS

Ex-Communist Eugene Stoll, FCC Broadcast Bureau's eighth witness, believes Edward Lamb never accepted Communism in any form.

CONTRADICTION of testimony by earlier FCC Broadcast Bureau witnesses and the opinion that broadcaster-publisher Edward Lamb never accepted Communism "intellectually or any other way," were among highlights of testimony last week by ex-Communist Eugene Stoll in the FCC hearing on license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

The hearing, before Examiner Herbert Sharfman, includes issues whether or not Mr. Lamb falsely represented to FCC that he never had Communist ties [B•T, Sept. 20 et seq.]. Mr. Lamb, who awaits completion of the Broadcast Bureau's case before he can present his evidence and witnesses, has denied any Communist associations and describes the proceeding as a "political frame-up."

Mr. Stoll, who was active in Toledo Communist Party affairs from 1927-1945 and executive committee member, on Tuesday related he first met Mr. Lamb in 1934 and sold him a subscription to the Sunday edition of the *Daily Worker*. He said he visited Mr. Lamb's law office on various occasions through the early 1940s, usually on trade union matters.

The witness, now an electrician at Swanton, Ohio, said he saw Mr. Lamb in June of this year for the first time since 1944. It was at Mr. Lamb's office in Toledo at a meeting prearranged by Sunne Miller, manager of Mr. Lamb's WTOD Toledo, he said.

Asked by Broadcast Bureau counsel Thomas Fitzpatrick what he said to Mr. Lamb at the June meeting, Mr. Stoll related, "I said that I was under the impression that this attack [on Mr. Lamb] was due to the hysteria of the times and that I was only interested in one question.

"I made known to him my position as being opposed to the Communist movement today, to the position of the Communist Soviet Union in world affairs, . . . and that as far as his case was concerned before the FCC, that if he still had any connection with the Communist movement, that there would be no hope for him and I said, 'Man to man, eye to eye and face to face, do you have any connection with the Communist movement?'

"And he looked me straight in the eye and he said, 'Gene, as God is my witness, man to man, eye to eye and face to face, I have no connection with the Communist movement. I never had any connection with the Communist movement and I don't intend to have any.' "

On Wednesday, when Mr. Stoll said he was sure Mr. Lamb never accepted Communism intellectually or any other way, the examiner questioned why Mr. Stoll used the word "still" when he quizzed Mr. Lamb in June. The witness explained "there was a question of timing in this whole thing—what was a Communist Party from 1932 to 1942 and what was it from 1945 to 1954?

"Now, Mr. Lamb worked with unions that had Communist leaders; they had Communist members; and it was to do this union work he had to do business with Communists," Mr. Stoll said.

Under cross examination by Russel Morton Brown, counsel for Mr. Lamb, Mr. Stoll testified he never heard of Communist Party meetings being held in 1936 at the Chittenden Hotel in Columbus, Ohio, and explained that state meetings usually were held in Cleveland.

Mrs. Marie Natvig earlier claimed she met Mr. Lamb at Columbus meetings and on one occasion in 1936 was Mr. Lamb's "guest" at the hotel. She claimed he told her of plans for world revolution, including seizure of U. S. communications [B•T, Oct. 18, 11].

Mrs. Natvig, who claimed she was a Communist Party member from 1935-37 at Toledo, didn't recall making any formal membership application or paying regular dues. Mr. Stoll, who held various party offices, said members had to sign an application and were required to pay dues every month in proportion to their income.

Mr. Stoll's testimony also differed with that of previous witness Ernest Courey as to the location of Mr. Lamb's law office in Toledo's Edison Bldg. during the 1930s. Mr. Stoll said he helped build the Edison Bldg.

Mr. Stoll told Mr. Brown he was expelled from the party in 1946 under framed-up charges, although he had broken with the Communists intellectually the year before. He claimed William Garfield Cummings was responsible for the frame-up and his expulsion. Mr. Cummings, the Broadcast Bureau's first witness against Mr. Lamb when the case opened in September, said he was asked by the FBI to join the Toledo Communist Party in 1942 and report on its activities [B•T, Sept. 20].

Under questioning by Mr. Brown, Mr. Stoll said he never heard of any "must list" of persons to be contacted by the party for financial contributions nor did the local party keep any file boxes of membership, both of which had been alleged earlier by Mr. Cummings.

On Thursday, the Broadcast Bureau introduced its ninth witness in the proceeding, Mabel Flicker, also of Swanton, near Toledo. Miss Flicker testified she remembered seeing Mr. Lamb in 1944 at the dedication of Lincoln House in Toledo, described as Communist

AVAILABLE

FLORIDA RADIO STATIONS
PRICED: $75,000 – $100,000

TRANSIT RADIO INC.
(R. C. CRISLER & CO.)
UNION TRUST BUILDING
CINCINNATI 2, OHIO
Tel. DUnbar 7775

RICHARD C. CRISLER LINTON WELLS

headquarters for a time. She said she was in the party from about 1934 to 1946.

Miss Flicker recalled that her former husband, Kenneth Osthimer, was "quite a reader" and in 1936 had offered to help Mr. Lamb with a biography of the Russian leader, Nikolai Lenin, but that Mr. Lamb told him he would let him know if he needed any help. Mr. Stoll also testified he had discussed such a proposed book with Mr. Lamb in 1936.

On Monday, Mr. Brown further cross examined Mrs. Natvig about the circumstances of the second of her three marriages and divorces to test her memory. He has challenged her mental competency several times and characterized her as "lunatic" among other descriptions, which have drawn objection by the examiner and Broadcast Bureau counsel.

Mrs. Natvig claimed "personal privilege" and refused to tell what name she used at Radcliffe College during the 1920s. When the examiner said he would strike all her testimony in the case if she did not answer, Mrs. Natvig indicated she was not sure just what name she might have used. Mr. Brown then introduced a Radcliffe letter claiming no one under several names mentioned earlier by Mrs. Natvig had ever attended the college during the period cited.

Mrs. Natvig also disclosed that 10 days previously she had met her first husband, Mr. Harris, in New York and he told her he had been contacted by the FBI about the Lamb case. She said she did not now know his whereabouts. Examiner Sharfman felt the contact was a "breach" of an earlier understanding among counsel since Mr. Brown wanted to see Mr. Harris first for questioning.

FCC Stays KGUL-TV's Move Nearer Houston

MOVE of KGUL-TV Galveston to a new site nearer Houston was stayed last week by the FCC following a protest against the shift by KTRK-TV Houston [B•T, Oct 25]. At the same time, the Commission ordered that a hearing be held Nov. 15 on the complaints of the Houston ch. 13 grantee against the Galveston ch. 11 station's transmitter move.

KTRK-TV charged that the Galveston station was moving closer to Houston in order to maintain its CBS-TV affiliation, and also to sell advertisers on its coverage of the Galveston-Houston market. This violates the tv table of allocations, KTRK-TV said. It also alleged that KGUL-TV had opened studios in Houston before the FCC granted its transmitter move.

In its opposition to the KTRK-TV petition, KGUL-TV claimed that KTRK-TV had no standing as a party in interest and also that since it had been serving Houston with a Grade A signal before it moved the transmitter, no actual change in its coverage is involved.

The Commission ordered that the burden of proof shall be on KTRK-TV.

Four Standard Grants Issued by Commission

PERMITS for four new standard daytime stations were issued by FCC last week. They were for Riverhead, N. Y.; Greer, S. C., and Loveland and Lakewood, Colo.

• At Riverhead, new facilities on 1390 kc with 500 w were awarded to Suffolk County Broadcasting Corp., licensee of WALK-AM-FM Patchogue, N. Y.

• At Greer, a new station on 1300 kc with 1 kw was granted to Greer Radiocasting Co.

• At Loveland, permit for a new station on 1570 kc with 250 w was granted to Loveland Broadcasters.

• At Lakewood, facilities of 1580 kc with 250 w were granted to Lakeland Broadcasting Service.

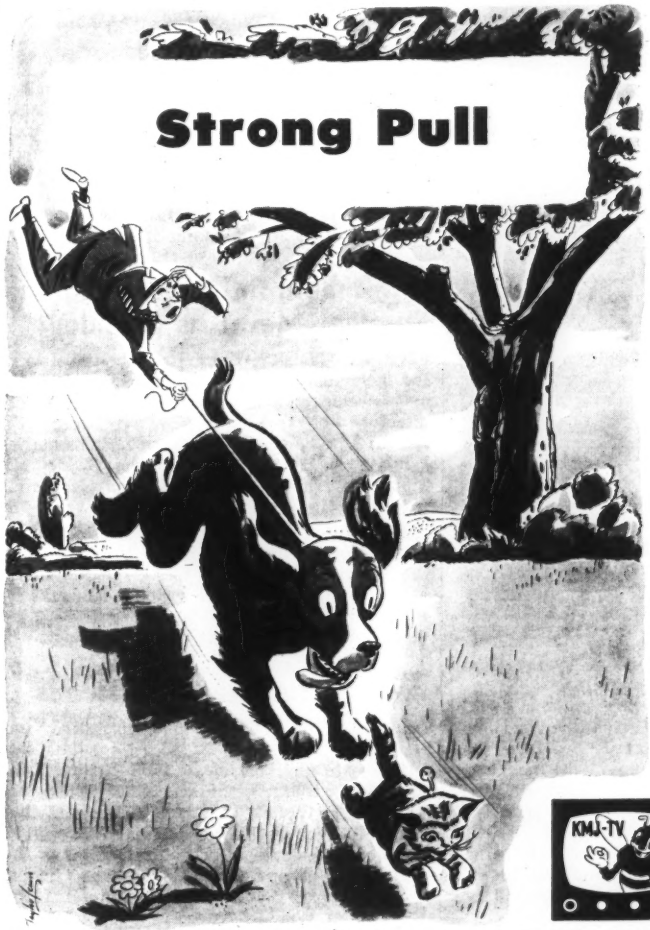
Examiner Favors Renewal Of CBS' WBBM-TV License

INITIAL decision renewing the license of CBS-owned WBBM-TV Chicago and modifying its license to specify regular operation on ch. 2 instead of ch. 4 there was issued by FCC Hearing Examiner Herbert Sharfman last week. The action followed dismissal of Zenith Radio Corp.'s application for the ch. 2 facility two weeks ago [B•T, Oct. 25].

The examiner also granted WBBM-TV authority to operate with full 100 kw power.

The much-controverted Chicago ch. 2 case began early in 1953 when CBS bought the ch. 4 facilities of WBKB (TV) Chicago for $6 million. This followed the FCC's approval of the merger between ABC and United Paramount Theatres Inc. which saw the new American Broadcasting-Paramount Theatres Inc. owning two tv stations in Chicago (ABC-owned WENR-TV and UPT-owned WBKB). Earlier, the Commission in its 1952 Sixth Report and Order had directed the shift to ch. 2.

Zenith's application for ch. 2 in Chicago had been filed in 1948, but the FCC had dismissed it on the grounds that the radio-tv manufacturer



. . . keeps viewers tuned to

KMJ•TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

had not participated in the allocation proceedings or the WBKB renewal case. Zenith appealed this dismissal to the U. S. Court of Appeals in Washington, and the court ordered that Zenith should have a comparative hearing with CBS for ch. 2.

In its agreement settling the ch. 2 case, CBS paid Zenith $575,000 for Zenith's transmitter and other equipment and Zenith bought a quarter segment of *Omnibus* on CBS-TV at about the same cost.

ALL TV'S IN LINE FOR BRICKER PROBE

IT SEEMED pretty definite last week that all U. S. television outlets will be among the groups receiving questionnaires in Sen. John W. Bricker's Senate Commerce Committee investigation of the tv networks and the uhf-vhf situation, provided the whole probe isn't scuttled or its direction turned elsewhere by a Democratic victory tomorrow (Tuesday).

The Ohio Republican's committee investigation staff members, headed by attorney Robert F. Jones, former FCC commissioner and Ohio congressman, seem to have a fairly clear idea of the kind and extent of information they want, but are holding up questionnaires to find out first how much data they can get from the FCC and the networks to whom queries have been sent [B•T, Oct. 25, 11]. To this end, at least two conferences have been held with FCC staff members.

U. S.-Mexican Radio Talks Begin Nov. 4

REPRESENTATIVES of FCC, State Dept. and the radio industry leave the U. S. this week for bilateral talks with Mexico on use of the standard broadcast band, to begin Thursday in Mexico City. Two dozen industry "observers" will attend along with the official U. S. delegation, headed by Comr. Rosel H. Hyde [CLOSED CIRCUIT, Oct. 25].

Lower frequencies, higher power ceilings and prior rights to 540 kc are understood to be primary aims of Mexico, who was not a party to the 1950 North America Regional Broadcasting Agreement. NARBA still awaits ratification by the U. S. Senate.

Vice Chairman of the U. S. delegation will be John S. Cross, State Dept. Telecommunications. Others in the group include Joseph M. Kittner, James E. Barr and Bruce S. Longfellow, FCC Broadcast Bureau; Vera Nordness, secretary to Comr. Hyde, who will be secretary of the delegation, and Raymond L. Harrell, telecommunications attache of the U. S. Embassy at Mexico City. Delegation headquarters will be the Reforma Hotel.

Observers attending in behalf of Clear Channel Broadcasting Service include Hollis M. Seavy, CCBS director; attorney R. Russell Eagan and engineers George W. Curran and George F. Leydorf. Daytime Broadcasters Assn. will be represented by counsel Harry J. Daly while Daytime Petitioners Assn. will be represented by attorney Leonard H. Marks.

Attending in behalf of Westinghouse Broadcasting Co. will be D. A. Meyer, technical field director, and Ralph N. Harmon, vice president. James P. Veatch, manager of RCA Frequency Bureau, and engineer John M. Flynn will represent NBC. CBS representative is James D. Parker while counsel Andrew G. Haley will attend for American Broadcasting-Paramount Theatres Inc. (ABC) as well as Meredith Pub. Co. and King Broadcasting Co.

Other observers and the principal stations they plan to represent, according to State Dept., include: Consulting engineer T. A. M. Craven, Storer Broadcasting Co., KRLD Dallas, KFRE Fresno, KING Seattle and WJJD Chicago; consulting engineer George P. Adair, WQXR New York; Herbert E. Evans (WGAR Cleveland); Carl Lindberg, WPIK Alexandria, Va.; Paul R. Bartlett, KFRE Fresno; Benito Gaguine, attorney, Peoples Broadcasting Corp. and WCCO Minneapolis; James A. McKenna Jr., attorney, and John H. Poole, KBIG Avalon and KBIF Fresno, Calif.; Arthur W. Scharfeld, attorney, WCAR Pontiac, Mich., KPMC Bakersfield, Calif., and Head of the Lakes Broadcasting Co.; Harrison T. Slaughter, attorney, WKY Oklahoma City, WDSU New Orleans and Time-Life Stations; Eugene L. Burke, attorney, WCFL Chicago; Burt Buzzini, radio director, California Farm Bureau Federation.

Meanwhile, Mr. Poole made public last week results of a survey of 160 U. S. radio station operating on Mexican clear channels. Of 100 respondents, 91% said they wanted to change the present "gentleman's agreement" between U. S. and Mexico so as to permit nighttime broadcasting. They presently are restricted to daytime operation under the informal pact.

Mr. Poole said 59% of those replying wanted the power ceilings for U. S. stations on these channels to be boosted to 5 kw or more.

FitzGerald to Head FCC Opinions, Review

JOHN L. FITZGERALD, principal land attorney of the Housing and Home Finance Agency, has been appointed chief of the FCC Office of Opinions and Review effective Nov. 15, it was announced last week by the Commission [CLOSED CIRCUIT, Oct. 18].

MR. FITZGERALD MR. SCHILDHAUSE

The first major staff appointment since Chairman George C. McConnaughey assumed office, Mr. FitzGerald succeeds Broadcast Bureau attorney Sol Schildhause who has been detailed as acting chief of the office for more than a year. Mr. Schildhause will return to the Broadcast Bureau.

Born in Seattle in 1908, Mr. FitzGerald has been a government career employe for 17 years. He has been principal land attorney with HHFA since 1949.

THE SMART BUY
IN MILWAUKEE

860 KC
REGIONAL COVERAGE AT LOCAL RATES
Adam J. Young Jr., Inc., Nat'l Reps.

CBS AM AFFILIATES ACT ON RESEARCH

Affiliates group names liaison members to work with network in developing new motivation research methods.

STEPS to advance a close working relationship between CBS Radio and its affiliates in the development of new methods of motivation research were taken last week at a meeting of the new board of directors of CBS Radio Affiliates Assn.

John F. Patt, WJR Detroit, chairman of the affiliates board, named Herbert L. Krueger, WTAG Worcester, Mass.; Victor A. Sholis, WHAS Louisville, and Don Davis, KMBC Kansas City, to serve as a continuing committee to work with Harper Carraine, the network's director of research, and members of his staff in development and expansion of research projects, some of which already are under way.

In other appointments during the meeting—held Wednesday afternoon and Thursday morning in New York, and including conferences with network officials—Charles C. Caley, WMBD Peoria, was named to head a committee to make plans for a second annual convention of CBS Radio affiliates next summer, and George Coleman of WGBI Scranton was appointed chairman of a committee to consider changes in the association's bylaws. Other members of both committees will be appointed shortly, officials said.

John M. Rivers, WCSC Charleston, S. C., was named to the association's board of directors to succeed Wilton Hall, WAIM Anderson, S. C., who had resigned due to pressure of other business.

Affiliates' board members on hand for the meeting included Chairman Patt; Messrs. Coleman, Caley, and Sholis; Arnold F. Schoen Jr., WPRO Providence, who is secretary-treasurer; C. T. Lucy, WRVA Richmond; F. C. Sowell, WLAC Nashville; Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and George B. Storer, Storer Broadcasting Co.

Intermountain Stockholders Re-elect Meyer as President

STOCKHOLDERS of Intermountain Network Inc. held their second annual meeting Oct. 22 and elected the following to the board of directors for the coming year: George C. Hatch; Jack Paige; Reed Bullen; Jack Richards; Wilda Gene Hatch; Lynn L. Meyer; Sydney M. Stoddard; Ernest W. Campbell, and George L. McMillan.

Mr. Meyer, who was re-elected president at the meeting of the board of directors, reported that Intermountain, with 44 affiliated stations, is now one of the largest regional networks in the country. The network celebrated its 15th year of operation on Oct. 1.

Awards for Network Heads

ROBERT E. KINTNER, president, ABC; Ted Bergmann, director of broadcasting, DuMont; Adrian Murphy, president, CBS Radio; J. L. Van Volkenburg, president, CBS Television; Thomas F. O'Neil, president, MBS, and Sylvester L. Weaver Jr., president, NBC, will be honored for "distinguished contributions to the enrichment of our American heritage," at the annual awards dinner of advertising industry, Nov. 11 at Waldorf-Astoria, New York.

We Wouldn't Be In Today's Air Age

—If We Hadn't Had A Free, Competitive Oil Industry

by

RALPH S. DAMON

President,
Trans World Airlines

Ralph S. Damon, president of TWA, has been active in aviation ever since he served as an Army flyer in World War I. In the early 30's he was instrumental in developing such noted aircraft as the Curtis-Wright Junior and the Condor. During World War II he put into high gear the production of the famous P-47 Thunderbolt fighter. By Presidential appointment, he is a member of the National Advisory Committee for Aeronautits.

You can step aboard a plane at noon in New York today and dine in San Francisco tonight. You can breakfast in Washington, D. C. and lunch in Chicago . . . or you can leave New York in the late afternoon and be in almost any capital in Europe for lunch or dinner the following evening. Just a matter of routine, these days—part of the almost 19 billion passenger miles U. S. domestic airlines will fly this year.

Yet this still swiftly-growing industry, which has literally grown into manhood during my own working lifetime, didn't just happen. And while the spotlight has justly been on the swift, shining planes and the men who fly them, it's worth remembering that today's air age as we know it couldn't have come about if we hadn't had a free, competitive oil industry.

Today's planes—and I can say this out of 35 years of first-hand observation—are the result of the closest kind of teamwork between plane designers, engine designers and oil scientists. The whole spectacular history of aviation in this country demonstrates the success of this collaboration. And throughout this history, America's oil companies have surely lived up to their great responsibility for aviation's development.

Abundant supplies of low cost fuels were just a beginning. Year after year, better fuels helped make better, more efficient engines possible. And every step of the way, for oilmen, engine-makers and aviation people alike, the spur has been the driving force of competition—under a system where the opportunity for rewards exists.

This competition in America today is real and it is constant. I know, for when TWA buys aviation gasoline in the U. S. (we used some 107 million gallons last year) we are able to buy in a competitive market, with many companies anxious to bid for our business.

We, in commercial aviation, benefit with quality oil products at the lowest possible prices. And because the airlines are competitive, these benefits are swiftly passed along to you, the public.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

10 MILLION COLOR SETS IN '59—ROBERT SARNOFF

NBC's executive vice president tells Buffalo Advertising Club an estimated 2 million people already have seen color tv.

AT LEAST two million people have seen color tv shows, according to NBC's Executive Vice President Robert W. Sarnoff, who estimated the figure was "banker-conservative," in a talk Tuesday before the Advertising Club of Buffalo. The estimate, he said, was based on the "hundreds of people" who have at least caught a glimpse of color on the 10,000 color sets now in national circulation.

To bolster his estimate, Mr. Sarnoff traced reports he has received from various population centers. He noted a minimum of 150,000 in Philadelphia watched one or more color shows through cooperation of 200 RCA dealers who opened their stores for viewers of both NBC and CBS colorcasts.

He said Walter Damm of WTMJ-TV Milwaukee, NBC's affiliate there, reported 50,000 people in that area saw color; the Chicago estimate was 300,000; Oklahoma City, 25-30,000, and in St. Louis some 5,000 have been registered for each color show thus far.

Mr. Sarnoff took issue with certain claims that only small audiences have tuned in to NBC-TV's color "spectaculars." He said that this type of show "is worth doing" when "one out of nearly four Americans is interested in seeing a big off-beat television show." He said, "We at NBC intend to continue doing them."

He asserted that national ratings have been increasing—since the 37 million audience report for the first such spectacular—for each successive color spectacular.

Other points made by Mr. Sarnoff, who received keys to Buffalo during "NBC-WGR Week" proclaimed by the mayor, included:

Use of tv by advertisers is at its peak with NBC-TV totaling 165 and CBS-TV 85, for a total of 250 advertisers "between us." Local use has been up, too. In 1952, tv's share of all media advertising was 7% which he predicted should be "no less than 20%" in 1956.

Mr. Sarnoff said his confidence in future tv growth was predicated on three important developments of recent years: (1) Lifting of the tv freeze and the subsequent swelling of tv stations, (2) the magazine concept of advertising started by NBC five years ago and (3) color tv—a conservative guess is that five years from now there will be 10 million sets in use.

RECEPTION given by NBC Central Div. past fortnight brought together station and advertising agency executives and personalities at Chicago's Sheraton Hotel. Caught in informal gathering are (l to r): William Weddell, vice president of Leo Burnett Co.; Len O'Connor, newsman at WMAQ-WNBQ (TV) Chicago; Jules Herbuveaux, general manager of NBC o&o outlets, and Robert Brewster, vice president, McCann-Erickson. The reception was held Oct. 19 to help familiarize agency timebuyers and other radio-tv personnel with new NBC Chicago management team of Mr. Herbuveaux and Henry Sjogren, assistant general manager, as well as stations' talent.

Radio Sales Effectiveness Cited by CBS Radio's Karol

A RADIO BUY may be a greater challenge to the advertiser today than it was in 1948 but "the returns can be even bigger than when the medium had all the glamor of a spectacular," John Karol, vice president in charge of network sales, CBS Radio, said Wednesday.

Mr. Karol, in a speech at a Radio-Television-Advertising Executives Club of Boston luncheon, said that in 1948, an evening advertiser reached an average of 4.8 million homes, once-a-week with three minutes of commercial time for $19,000, or more. But today, he said, that advertiser, for less than $15,000 a week, can reach more than 5 million different homes spread over five nights per week with a total of five minutes of commercial time.

"And because the advertiser's message reaches some of these homes more than once, his gross weekly audience is around 9 million homes," he said, while for $30,000 he can have a still bigger audience and 12½ commercial minutes.

He also pointed out that the nation's major advertisers have maintained confidence in radio "as a great selling medium" despite a belief their dollars were being diverted to other media. "In 1948, 28 out of the top 30 advertisers were using network radio," he said. "Today we're doing even better—29 out of the top 30 are using the medium."

Mr. Karol's talk followed the showing of the CBS Radio film presentation, "Tune In Tomorrow."

Craig Succeeds Tatum At ABC Hollywood Post

KENNETH CRAIG, tv program director of ABC Western Div., Hollywood, has been named to succeed Donn Tatum as director of tv affairs for the division. Mr. Tatum has resigned with future plans not announced as yet.

In other western division personnel shifts, Cam Pierce, chief technical director, has been appointed to the newly-created post of engineering coordinator, with Ralph Denechaud as administrative assistant. The resignation of Phillip G. Caldwell as chief engineer also has been announced.

Courtney McLeod, traffic and scheduling supervisor, ABC national and regional radio, Hollywood, adds similar duties for ABC-TV.

Two Tvs Linked to Bell

ADDITION of WSAU-TV Wausau, Wis., and WCNY-TV Carthage (Watertown), N. Y., to the Bell Telephone System's nationwide network facilities was announced last week by the Long Lines Dept., AT&T.

Network programs for WSAU-TV, according to Long Lines, are fed over the Chicago-Minneapolis radio relay route to a tower located near Baraboo, Wis., and from there a new 109-mile microwave link carries the shows to WSAU-TV's transmitter. WCNY-TV receives its programs from the Albany-Buffalo radio relay route via a new 77-mile microwave link.

KEYD-TV Basic DuMont

KEYD-TV Minneapolis-St. Paul (ch. 9) will be DuMont Television Network's primary affiliate in Twin Cities when it starts Jan. 9, Elmer B. Lyford, DTN's director of station relations, announced Friday. Owned by Family Broadcasting Corp., station will operate with 316 kw.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

FINAL REPORT MADE BY ALL-INDUSTRY LOCAL TV MUSIC GROUP; REFUNDS DUE

Stations that contributed total of $161,288 are slated for a 48% return.

THE FINAL report of the All-Industry Local Tv Music License Committee, formed some five years ago to negotiate television license terms with ASCAP, was mailed last week to the stations which supported it—along with a notice possibly without parallel in the history of the committee.

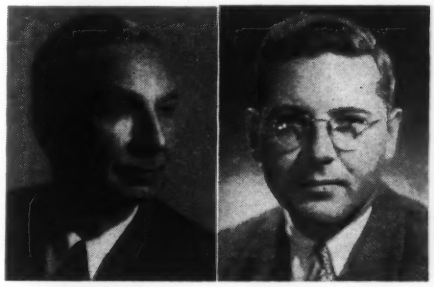
The notice: Contributing stations will get a substantial portion of their money back.

Dwight W. Martin, vice president of General Teleradio and chairman of the committee, notified the stations that $78,510.69 of the $161,288 they had contributed for committee support would be returned to them. The report included an audit by Arthur Young & Co., which showed the refunds to amount to 48% of the station contributions. Mr. Martin said it was the first case on record where an industry committee had returned a substantial portion of its funds.

In his letter, Mr. Martin also expressed the committee's appreciation to ASCAP both for the ability of its negotiators and for ASCAP's $100,000 contribution (made after the agreement on license terms was reached) toward defraying costs of counsel fees and other committee expenses. It was the ASCAP contribution, he noted, which enabled the committee to refund so much of the stations' contributions.

The formula for making refunds to contributing stations was spelled out as follows in the report of the auditors, who will mail out the checks to stations entitled to rebates: "The committee decided that the amount of refund, if any, to a local tv station should be the excess of its contributions over the actual net expenses of the committee allocable to that station based generally upon four times its card rate in effect at time of pledge as requested by the committee in its letter of March 13, 1951, after appropriate adjustment for those stations who failed to contribute the required amount."

Mr. Martin also voiced gratitude to the networks for contributing substantial time, effort and financial assistance, even though they were not committee members, and he highly lauded the work of Stuart Sprague and Judge Simon H. Rifkind as committee counsel.



MR. SPRAGUE MR. MARTIN

The negotiations between the committee and ASCAP reached a successful conclusion early this year when terms agreeable both to the stations and to ASCAP were finally evolved. The committee's final report thus was described as terminating a "long and successful life" of the group. A court action initiated by a group of stations against ASCAP still pends in U. S. District Court in New York but it is expected to be withdrawn as soon as the last of these stations signs with ASCAP. All tv networks and most stations already have signed.

The terms worked out by the committee-ASCAP negotiators and approved by stations and the Society represent an appreciable reduction in rates from those previously paid.

The ASCAP blanket license for stations, which is the one most of them have chosen, calls for a commercial rate of 2.05% of revenue from the sale of time and a sustaining rate of the station's highest quarter-hour card rate per month. The per program license calls for a commercial rate of 9% on net revenue from sale of time or announcements during which ASCAP numbers are used, except that if such numbers are used only as background on films not made primarily for television, then the rate is 4%. The per program sustaining rate is 3.5% of the card rate applicable to each sustaining program period containing ASCAP music, except that the total annual sustaining bill shall not exceed 12 times the station's highest quarter-hour rate.

The new licenses, both blanket and per-program, are for four years, retroactive to Jan. 1, 1954.

The networks signed blanket licenses, slightly higher than those for stations.

In his letter to contributing stations, Mr. Martin said the committee believed its efforts "have resulted in benefit not only to you, but

national advertising representatives

BRANHAM

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to all television stations in the country, and accordingly it is with pleasant memories that at long last we go out of existence." He thanked "all of you for your support of the efforts of the committee."

Mr. Martin made clear that ASCAP's $100,000 contribution made possible the refunds to stations; that the subject of such a contribution was not even discussed until license terms had been fully settled upon, and that "I am certain that ASCAP was motivated in making the contribution by a desire to remove any semblance of friction which might have been the by-product of this extensive negotiation and inception of litigation."

Committee members: Chairman Martin; Paul Adanti, WHEN Syracuse; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; Wayne Coy, KOB-TV Albuquerque; Walter J. Damm, WTMJ-TV Milwaukee; Jack Harris, KPRC-TV Houston; Gaines Kelley, WFMY-TV Greensboro, N. C.; Philip G. Lasky, KPIX San Francisco; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont Labs; W. D. Rogers Jr., KDUB-TV Lubbock; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezey, WDSU-TV New Orleans; Hugh B. Terry, KLZ-TV Denver; C. Robert Thompson, WBEN-TV Buffalo, and Thad H. Brown, NARTB. (Mr. Brown was a nonvoting observer.)

Hagenah Joins RCA Recorded Prog. Serv.

GUS HAGENAH, vice president of Standard Radio Transcriptions Services Inc., has resigned after 10 years with the firm to join RCA Recorded Program Services. Mr. Hagenah will make his headquarters in Chicago.

MR. HAGENAH

During his association with Standard, Mr. Hagenah supervised national sales for the company, produced recordings in the Chicago studio, and handled managerial duties for United Television Programs Inc. when that firm was operated by Standard.

Before joining Standard, Mr. Hagenah was with SESAC for eight years. In 1936 he entered the company's station relations department. In 1944, he left SESAC, where he was manager of the program department, to move to Standard.

WMTW (TV) Promotion Wins Direct Mail Award

FORMAL presentation of the Direct Mail Advertising Assn.'s "gold mail box award" has been made to WMTW (TV) Poland Spring, Me., owned by Mt. Washington Tv Inc.

WMTW's campaign was prepared by the Simonds, Payson Co. advertising agency of Portland, Me., and included a series of six mailings, scheduled 10 days apart. The campaign got underway last July. WMTW began programming Sept. 25 "practically sold out."

The winners in DMAA's contest were announced two weeks ago [B•T, Oct. 18]. Judges picked 65 winners, with 10 of these receiving the "gold mail box" trophies.

JOHN NORTON (c), vice president and general manager of Mt. Washington Tv Inc., permittee of WMTW (TV) Poland Spring, Me., holds the Direct Mail Advertising Assn.'s "gold mail box" award. He receives congratulations from Reginald Clough (l), chairman of contest judges and publisher of *Tide*. With Mr. Norton is James L. Tabor, vice president of Simonds, Payson Co., Portland, Me.

RETMA, IRE Honor Loughren

PLAQUE honoring Arthur V. Loughren of Little Neck, N. Y., for his "outstanding service to the television industry" through color tv contributions was presented last fortnight at the annual radio fall meeting of the engineering department of Radio-Electronics-Tv Mfrs. Assn. and the Professional Groups Committee of the Institute of Radio Engineers, held in New York.

Mr. Loughren is vice president in charge of research, Hazeltine Corp. He is chairman of the Joint Technical Advisory Committee of IRE and RETMA as well as chairman of the RETMA Television Systems Committee.

France, England Lead Europe Commercial Tv

DuMont's Marx reports on status of European tv after foreign trip. He says Italy holds promise as a market for U. S. sets.

COMMERCIAL sponsorship on a limited basis, now approved in Great Britain and also underway in France, may be expected to supply some spark to Europe's tv growth.

Information brought back from Europe by Ernest A. Marx, director of Allen B. DuMont Labs' International Div., who held a news conference in New York Wednesday, revealed:

• Great Britain: Two additional authorizations have been approved and stations are being constructed for commercial tv use. The country has the greatest concentration of tv sets in Europe, some 3,457,000. It will add four to its present eight stations.

• France, Monaco and Luxembourg: A group is undertaking to build two tv stations for commercial programs, one to be located in the Saar, the other in Monaco (Monte Carlo). Mr. Marx also said there are reports of an eventual tv outlet being located in the Grand Duchy of Luxembourg. France has four stations. The additions will give the area six. Sets number 108,000.

Other European Countries

Mr. Marx' reports on other countries in brief are:

• Italy: This is the most progressive in tv of all continental European countries. It has 50,000 sets served by nine stations. The country has a network of tv stations stretching from near the Swiss border south to Rome. Plans are underway to extend this network as far as Naples and to Sicily. As a market for U. S. tv sets, Italy holds great promise. Interest is high in all American products.

• West Germany: Great strides have been made there. "Germany has continued to forge ahead in the building of television stations and is rapidly expanding her telvision network." West Germany has 17 stations and plans to boost the total to 28. Sets there are 40,000 licensed and about the same number unlicensed. (East Germany is said to have four tv stations.)

• Belgium: This nation has two stations and plans are to double that number. Some 19,000 sets are operating there. A handicap, however, is the existence of four distinct tv systems in the country and the dual language problem—Flemish and French.

• Switzerland: Still a newcomer to tv. Only one station exists here although there are plans for another. The operating tv outlet closed down for the summer months. Sales of receivers are slow with about 4,000 now in operation.

Mr. Marx emphasized that the set figures are approximate and were computed as of last August.

He also emphasized that commercial tv in Europe will not duplicate the American system because advertising itself has not progressed to the extent it has in the U. S. He also noted the European mind is attuned differently than the American, barring any tv commercial growth there as has mushroomed in this country.

Mr. Marx declared actual tv growth on the continent has been "rather slow" in comparison with U. S. development of tv in its early phases. This is due largely to "the fact that

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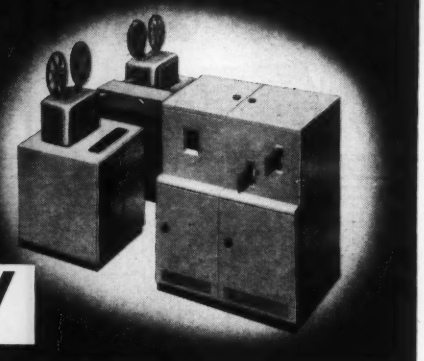

programming, since it is government sponsored, is not as much enjoyed as our type of commercial programming," and because the high standard of living of the American middle class does not exist on any large scale in Europe. Thus, purchases of tv sets by average Europeans represent a very much higher percentage of annual earnings.

He also predicted greater use of the European television network, which he said gained wide success early last summer.

CJON Bests CBC For St. John's Tv

THE Canadian Broadcasting Corp. has been turned down by the Canadian government for a license for a television station at St. John's, Newfoundland. CJON St. John's has been granted a license to operate a tv station on ch. 2 there, the 29th in Canada. The ruling of the Canadian government is the first time that the government-owned CBC has been refused a license for an am or tv station.

When the CBC board held its meeting at St. John's on June 18-19, CJON executives C. W. Stirling and D. Jamieson appeared with their application. The CBC board in its recommendations following this meeting recommended that the CBC be licensed for a tv station, the first in Newfoundland [B•T, June 28]. In its recommendation it emphasized the need of a CBC station there for its national tv network. It recommended CJON for a license if the government did not approve of a CBC tv license for St. John's.

The government ruling has interesting interpretations, although no reasons were advanced in the official announcement of Transport Minister George C. Marler on Oct. 20. However, it is felt in radio industry circles that the move may be the government's gradual realization that CBC tv stations and programming have not met complete public approval and that the government is beginning to listen to the groundswell of discontent with CBC policies discussed at Liberal party (the government is Liberal) conventions, especially among young Liberal groups and central Canadian Liberal group meetings. The ruling also is interpreted as forecasting an early change in government policy to permit establishment of independently-owned tv stations in major market areas now having only CBC stations.

Guatemala Tv Station Under Active Planning

PLANS for a Guatemala tv station are under active consideration by that Latin American country's communication officials, it became known last week. The station would be based at mile-high Guatemala City and operated by an independent group under the control of the Guatemalan Ministry of Communications, it was understood.

Among those involved in the bid to build and operate the station, it is understood, are J. C. Wilson Jr., director in Guatemala of Pan American Airways; A. Frank Katzentine, owner of WKAT Miami Beach, Fla., and Paul A. Porter, former FCC chairman and now in private low practice in Washington. Others in this group are Guatemalan citizens, it was said.

Hammond to Head CAAA

G. C. HAMMOND, Cockfield Brown & Co. Ltd., Montreal, was elected president of the Canadian Assn. of Advertising Agencies at its 31st annual meeting at Toronto Oct. 21. Mark Napier, J. Walter Thompson Co., Toronto, and Elton Johnson, Locke, Johnson & Co., Toronto, were elected vice presidents.

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UNESCO PLANS TELEVISION SERIES TO DRAW FROM WORLD-WIDE POOL

Even Russia indicates interest in project which envisions documentary comprised of five-minute film sequences taken in each nation.

SERIES of three television projects are under consideration by the United Nations Educational, Scientific and Cultural Organization, in which countries throughout the world would participate.

The projects were outlined by Henry Cassirer, head of tv for UNESCO with headquarters in Paris, who described at length a plan under which countries throughout the world would participate in the filming of international tv documentaries. A former CBS news editor and freelancer, he is on a brief visit to the U. S.

As Mr. Cassirer envisioned this project, tv stations or some other organizations in each country would shoot a five-minute film sequence on such topics as health services, children's games, the winter season or street music, and these segments would be put together as a world-wide documentary, available to all participating stations. He said the plan has received "enthusiastic support" in many countries, and reported that Soviet representatives were "highly interested."

Other projects proposed by Mr. Cassirer were the establishment of a clearing house for tv information on what programs in what countries are available for exchange, and the organization of a series of international seminars to be held in Latin America and Europe next year. He said the seminars would be attended by production experts concerned with the exchange of "technical experience and ideas."

Mr. Cassirer said he would like to see the international documentary project set in motion by the beginning of 1955. He added it would operate under his expanding tv unit, for which he expects "a considerable increase" in budgetary funds, to be voted next month.

Mr. Cassirer explained his work with UNESCO is to help member nations develop tv stations and the use of television through interchange of experts and information. His office, located at 19 Avenue Kleber, Paris 16, France, does not produce programs, however.

He reported 30 nations now have tv stations in operation while another 30 countries are actively planning or constructing outlets. The French pattern of community viewing groups in the country schoolhouse appears to be a solution for the spread of tv in underdeveloped countries, he suggested. The practice also stimulates community unity and action, especially for government health or agricultural education films, he noted.

"Television has a much greater hold on people than radio ever had," he commented, citing the impact on a community when the group viewing project began.

U. S. Experiences Cited

In other countries, he said, television is often the subject of heated discussion, with the experience of the United States as background. Three points of dispute most frequently mentioned are (1) sponsor influence in programming, (2) crime shows and children and (3) excessive hours of viewing and their effect on the individual.

Many nations, he explained, could not economically support a commercial tv system patterned after the U. S. if they wanted to.

In his report of the first international study course for producers and directors, sponsored by UNESCO last July 5-24 in London with the BBC as host, Mr. Cassirer said delegates from the U. S. and 11 other countries, including Russia, discovered many common problems in tv.

Chiefly, he said, these included viewer passivity and efforts to get the viewer to take action; television "snobbism," or the feeling of the intellectual or well-to-do that tv is "all right for the masses but not for me," and audience research, especially qualitative analysis.

Mr. Cassirer noted that the U. S. delegates to the London study conference planned a follow-up meeting last week in New York at the National Assn. of Educational Broadcasters (story this page).

Response was "overwhelmingly" in support of Eurovision, the international exchange of programs over a single European network last summer, he said, citing results of a survey made in various countries.

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Educational Tv Needs Help From Governments—Abrams

EDUCATIONAL television must receive public funds from federal, state and municipal governments in order to become established firmly and survive as an education force, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., New York, declared last week.

Mr. Abrams offered this commentary last Tuesday in a talk at formal dedication ceremonies of educational station WCET (TV) Cincinnati, to which he presented a check for $10,000. WCET is the sixth station to comply with the terms of the Emerson $100,000 Educational Television Grant, under which the first 10 tv stations to begin broadcasting on channels allocated by the FCC for non-commercial educational purposes will receive $10,000 each.

Mr. Abrams asserted that if all 252 channels reserved by the FCC for non-commercial educational use are to be built, financial support must come not only from government but also from "all segments of our society—from individuals, foundations and industry." He noted that Emerson's motive in establishing the $100,000 grant was to "stimulate active participation by others on behalf of educational tv, to cultivate additional financial and moral support for this medium."

NAEB SESSIONS HELD IN NEW YORK CITY

Educational television heads list of topics discussed by more than 250 delegates.

NATIONAL Assn. of Educational Broadcasters' 30th annual convention was held in New York last week at the Hotel Biltmore, with more than 250 business and civic leaders, educators and representatives of radio-tv in the final registration, according to Seymour N. Siegel, director of WNYC New York and chairman of the convention committee.

The Oct. 27-30 convention was preceded by meetings of the convention committees, NAEB board of directors and a number of engineering seminars which began Oct. 24 and ended Oct. 26 with a dinner for the board of directors given by Arthur Hays Sulzberger, president and publisher of the *New York Times*.

On Wednesday morning, delegates were welcomed to New York by Mayor Robert F. Wagner, who accepted an award from NAEB on behalf of WNYC New York. The station was cited for "its long years of distinguished service to the citizens of New York City; in recognition of the outstanding leadership provided by Seymour Siegel and for the support given this service by Mayor Robert F. Wagner."

A special reception followed at United Nations where NAEB members were addressed by Ambassador Henry Cabot Lodge Jr. and toured the UN and its communications facilities. Radio Pioneers dinner in honor of NAEB was held Wednesday evening.

The association's business meetings got underway Thursday morning with a session devoted to committee reports, followed by the keynote session under the chairmanship of Dr. Edwin S. Burdell, president of the Cooper Union.

NAEB members heard Dr. Buell G. Gallagher, president of the College of the City of New York and Leo Rosten, editorial advisor, *Look* magazine.

At the same session, Prof. Charles Siepmann, chairman of the department of communications, New York U., addressed the delegates on "Clues to the Future Success of Educational Broadcasting." Prof. Siepmann praised the NAEB for advances it has made since it organized 30 years ago. He expressed the belief that the solidity of the educational broadcaster could be traced to his ability to serve the individual. It is this kind of service that basi-

cally distinguishes educational from commercial broadcasting which serves a mass audience, he said. Although both forms of broadcasting are essential, their roles are different and in their difference lies their respective strengths, Dr. Siepmann stated.

FCC Chairman Frank C. McConnaughey addressed a combined luncheon meeting of NAEB and Radio & Television Executives Society at noon on Thursday (see story, page 64), and in the afternoon workshop sessions were held. The promotion, publicity and audience building group heard Sydney H. Eiges, vice president in charge of NBC press and publicity, and Joseph Cook, supervisor of the tv network's on-the-air promotion, while at another meeting Joel Tall, CBS tape editor, discussed and demonstrated tape editing.

A panel discussion was held on programming an educational radio station, with the following as panelists: Marie Scanlon, chairman, supervisor of radio-tv, board of education, Newark, N. J.; D. D. Lusty, CBC; Margaret Tyler, director, WOSU Columbus; Harry Lamb, director, WTDS Cleveland; J. J. Stillinger, Cleveland public schools; Gale Adkins, Radio House, U. of Texas, and Cecil Suferin, WNYE New York.

Another session, with Dorothy Klock, production supervisor of WNYE, as chairman, was devoted to the utilization of the educational radio program. James MacAndrew, director of broadcasting for the New York City schools, headed a discussion on "The Nature of the Audience." An engineering technical session was held at WNYC New York, where Clarence Lebel, president of Audio Instruments Inc., led the discussions and demonstrations on testing and maintenance of tape recorders and the use of audio testing techniques.

Baxter Addresses JCET

A 8 p.m. a general session of the Joint Committee on Educational Television was addressed by Dr. Frank Baxter, U. of California, on "Shakespeare and Tv." Ralph Steetle, executive director of the Joint Committee, gave a progress report on educational television.

Friday morning's general session was chairmanned by Dr. William Jansen, superintendent of New York City schools. Speakers were Dr. George Stoddard, chairman of the board, Educational Television Center, New York U.; Robert Saudek, director, Ford Foundation Radio & Tv Workshop; Dr. W. R. G. Baker, vice president, General Electric Co.; Raymond Wittcoff, chairman, St. Louis Television Commission, and Raymond Hurlbert, president, Alabama Educational Television Commission.

Dr. Baker expressed the belief that for the next few years educational tv will "go through a period of trial and error, advancing slowly, and even slipping back a step or two on occasion." But, he added, at the end of such a period, educational tv should "emerge as one of the most effective teaching tools since the printed book. . . ." Dr. Baker, speaking as a businessman who looks at the potential of educational tv, pointed out the strong connection between the medium and the business world. If "25% of those who are dropping out of school before completing high school could be convinced through educational tv they should continue their educations it would give impetus to the increasing technology of the nation, to the creation of new jobs calling for greater skill and learning, to the advancement of our standard of living," he said.

A Friday afternoon panel discussion under Warran Kraeutzer, director of radio-tv for New York U., on programming for the educational tv station, was followed by a color demonstration and a visit to rehearsals of CBS-TV's *I Remember Mama*. Samuel Brownell, Commissioner of U. S. Office of Education, addressed the Friday dinner meeting. Awards and citations were presented by Graydon Ausmus of the U. of Alabama, president of NAEB, to Richard B. Hull, director of WOI Ames, Iowa, and Harold B. McCarty, director of the Wisconsin State Broadcasting Service, Madison, Wis.

Convention was to close Saturday morning with a business session.

WTTW(TV) Names Robertson To Program Manager Duties

APPOINTMENT of Ellis J. Robertson as program manager of WTTW (TV) Chicago was announced last Monday by John W. Taylor, executive director of the educational, noncommercial ch. 11 outlet. Mr. Robertson will assume his new duties Nov. 15 after seven years in a similar capacity with WTMJ-TV Milwaukee, the *Journal* outlet. WTTW plans to commence operation sometime next year.

He formerly was program director of WNAM Marinette, Wis., in 1942 and the following year held a similar post at WCLO Janesville, Wis. Mr. Robertson joined the staff of WTMJ Milwaukee as announcer-producer in December 1943 and was appointed program manager in January 1946.

CBC Undertakes Extensive Educational Tv Experiment

DURING NOVEMBER the Canadian Broadcasting Corp. and the Canadian National Advisory Council on School Broadcasting will undertake "the most extensive experiment in classroom television programs yet attempted anywhere in the world," CBC has announced.

The experiment, called *Let's Take a Look*, will be carried by all Canadian tv stations now on the air at approximately 2 o'clock in the afternoon Tuesdays and Wednesdays during November. The CBC has obtained the cooperation of all Canadian independent stations to go on the air that early in the day with live network or kinescopes of the eight programs, four of which are designed for grades 5 and 6, and four for grades 7 and 8. The programs are all 15 or 20 minutes in length, and were prepared by the CBC Toronto tv studios and the National Film Board at Ottawa.

The Radio-Television Mfrs. Assn. of Canada has placed tv sets in some 75 schools throughout Canada, thus assuring wide coverage for the experiment in all geographic sections of Canada. A manual has been prepared for teachers to accompany the tv lessons.

The grade 5 and 6 programs deal with "How Columbus Navigated," with safety, art education and an adventure story to encourage reading of Canadian books. Programs for grades 7 and 8 deal with a tour of historic Mackenzie House at Toronto, with development of iron ore deposits in Labrador, with methods of soil conservation and with current events.

Educ. Tv Progress Brochure

COLORFUL new brochure on the progress of educational television, issued by the National Citizens Committee for Educational Television, Ring Bldg., Washington 6, D. C., points out that $15 million worth of assets are on hand or committed to the non-commercial outlets. Of this amount, the brochure notes, $9 million has been pledged by national and local foundations and $2.5 million contributed by commercial broadcasters. The other $5 million has been raised through contributions from corporations and individuals.

MANUFACTURING

RCA Tube Division Promotes Holleran

APPOINTMENT of Lee F. Holleran, sales manager, as general marketing manager of RCA's Tube Division, was announced Tuesday by Douglas Y. Smith, vice president of the division.

MR. HOLLERAN

Mr. Holleran, 20-year veteran of RCA sales and product activities, succeeds to the marketing post held by Mr. Smith prior to the latter's elevation as top executive of the division.

As general marketing manager, Mr. Holleran will have direct administrative responsibility for planning, production, scheduling, promotion and sales of all RCA Tube Division product lines. These include color and black-and-white picture and camera tubes, receiving tubes, cathode ray and power tubes, electronic components, test equipment, and radio batteries.

Faber to RCA Tube Post

APPOINTMENT of Peter J. Faber to the newly-created position of manager of commercial administration-midwest, Tube Division of RCA, was announced last week by Lawrence S. Thees, general manager of the division. Mr. Faber, who will headquarter in Chicago, will be responsible for establishment and maintenance of top-level contact with major RCA Tube Division customers in the Middle West and will assist in commercial and sales planning affecting the division. Before joining RCA, Mr. Faber was manager of the radio-tv and electronics division of Montgomery Ward & Co., Chicago.

RCA, GE Stay Request Set for Argument Today

ORAL ARGUMENT will be held today (Monday) in U. S. Court of Appeals, Chicago, on the request by RCA and General Electric Co. for a stay in the $16 million anti-trust patent dispute involving Zenith Radio Corp. and its subsidiary, Rauland Corp.

Three judges in the appellate court are expected to hear arguments on both sides over the RCA-GE plea for a writ of mandamus, which Zenith challenged two weeks ago. Zenith claimed such a writ "would permit corporations of the size of RCA and GE . . . to destroy completely an effective remedy available to the ordinary litigant in the federal courts."

Earlier, RCA and GE had challenged a ruling by Federal District Judge Michael Igoe that they should not be issued a stay. They held that Judge Igoe erred on several counts, including his contention that the Chicago trial should proceed without regard to the outcome of action on a similar suit in a Delaware district court.

Zenith is supporting Judge Igoe's decision in the $16 million suit charging RCA, GE and others with a monopoly in patents. The Zenith suit is in the form of a counterclaim to RCA's charge that the former infringed on certain patents.

Lawrence Granted Patent On Chromatron Color Tube

PATENT No. 2,692,532 covering basic concepts of the Lawrence Chromatron color television tube was presented personally last Monday by Comr. Robert C. Watson of the Patent Office to Dr. Ernest O. Lawrence, inventor.

Several Chromatrons are on display at the Dept. of Commerce, Washington, with network tv programs shown to the public. One section of the display is devoted to an exploded layout of the new rectangular color tube, single-gun type. Dr. Lawrence developed the tube as a director and consultant to Chromatic Television Labs., Paramount subsidiary to which the patent is assigned. Chromatic will not make tubes but will license their manufacture.

Mr. Lawrence said color tv sets using the Chromatron can be produced at a lower price than sets using other types of color tubes. In granting the patent, covering fundamental concepts in the design of single and multiple-gun types "in which post deflection electron focusing and color switching or focusing alone is used," Comr. Watson said, "the patent which Chromatic is receiving covers an accomplishment of years of research culminating in this tube, which is no doubt of the greatest value to the people of this country."

Dr. Lawrence at display of rectangular tube.

DuMont Says Lower Prices Will Key Color Acceptance

WIDE public acceptance of color—still several years away—will come about once the price of color receivers drops below the $500 level, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said last week.

Dr. DuMont was guest speaker at the 13th annual luncheon held Wednesday by The Pulse Inc. at the Roosevelt Hotel, New York. He was presented a plaque by Sidney Roslow, president of The Pulse.

The current cost of the color cathode ray tube, which is about $175, must come down in price to the $50-100 level of the black-and-white tube before color can capture about 70% of the set market, Dr. DuMont said.

He also noted the importance of programming color. According to Dr. DuMont, only those network shows which are produced with color in mind are worthy of the addition of color—specifically he noted the "spectacular" type of variety program. Panel and dramatic shows which have been telecast in color would have done as well without color, he said.

Looking to the future, Dr. DuMont added his predictions to those of RCA and GE leaders, that the set with the new look will consist of a large screen, a few inches deep, hung on the wall and controlled by a small-sized cabinet. Experimental work aimed at such a receiver is underway by manufacturers, he said.

In time, he said, uhf transmitters will close the gap which now exists between uhf and vhf signal transmission. Already, he said, the industry is watching with interest the 1,000 kw transmitters now available for uhf.

Dr. DuMont once again hit at FCC's tv allocations, criticizing intermixture of markets. He said FCC in accepting the theory that mixed markets would enhance uhf's development, proceeded along this path—"so they mixed and messed them up quite a bit." But, he said, the situation of too few stations in populated markets is now being rectified by FCC in granting high power to stations, which had been allocated in nearby locations.

HOLDING the answer to Reeves Soundcraft Corp.'s Reel-off-the-Answer Game at the Audio Fair in New York two weeks ago are Frank B. Rogers Jr., Reeves vice president and general manager, and Kim Hunter, Broadway comedy star. Nearly 5,000 people played the game to guess the number of feet on a 14½-inch reel of the firm's Plus 50 magnetic recording tape—7,726 feet, six inches. A dozen prizes were awarded to those closest.

Motorola Monochrome Sales Reach Record for Company

UNIT sales of monochrome tv receivers are the highest in the history of Motorola Inc., Chicago, and automobile sets are again in full production after a dropoff in the third quarter, it was announced last week by Paul Galvin, president of the firm.

At the same time, he revealed that the company is mapping a "vigorous merchandising" program for color television in the weeks ahead.

Motorola last Thursday announced the resignation of Ruthrauff & Ryan as its agency and said that appointment of a successor to R&R would not be disclosed for several weeks (see story page 31).

The company expects to complete introduction of its 19-inch receivers in about 85 markets at the retail level within a fortnight.

Motorola also reported an increase in net income during the third quarter over last year's period and a dropoff in earnings. Profits for the past three months (July-September) hit $1,731,766, or 90 cents per share, as compared to $1,536,158, or 79 cents a share for that period in 1953. Sales were off from $49,070,159 to $47,038,843. Earnings were $4,590,067 against $6,176,837 for that quarter last year. Third quarter sales decreased from $158,603,127 to $139,504,053.

'Fortune' Folsom Feature

NOVEMBER ISSUE of *Fortune* magazine carries a story complete with pictures of the Folsom Center, nearly-completed $5 million structure which is located five miles east of Camden, N. J. Total floor space is 320,000 sq. ft., or about that in a 35-story office building, and will serve as headquarters for RCA Victor's Radio-Tv Divisions and for the RCA Service Co., the article states. The center consists of four separate buildings connected by bridges and is named after Frank Folsom, RCA president.

MANUFACTURING PEOPLE

Will James, plant operations director, CBS-Columbia, Long Island City, N. Y., appointed operations director; **David Baer Monoson** appointed regional manager, national sales force, covering Louisiana, Mississippi, Tennessee and Arkansas.

Clifford M. Rigsbee, manager, commercial service, RCA Service Co., Gloucester, N. J., appointed administrator, consumer products analysis, product planning, RCA, Camden, N. J.; **Conrad R. Odden** succeeds Mr. Rigsbee.

James L. Brown, formerly sales executive, General Electric Co., Syracuse, N. Y., appointed regional manager, midwest sales, CBS-Hytron, Danvers, Mass.

Roger L. Thaxter, formerly with Muzak Corp., N. Y., to Magne-Tronics Inc., same city, as salesmarketing director.

Ruben E. Carlson appointed high fidelity products coordinator, Fairchild Recording Equipment Co., Whitestone, N. Y.

Norman Lorber appointed public relations director, Chromatic Television Labs, N. Y., succeeding **Sol Sanders,** who has moved to McGraw-Hill, same city.

Louis Silver, vice president, Wilcox-Gay Corp., N. Y., resigns to establish manufacturer's sales representative office in that city.

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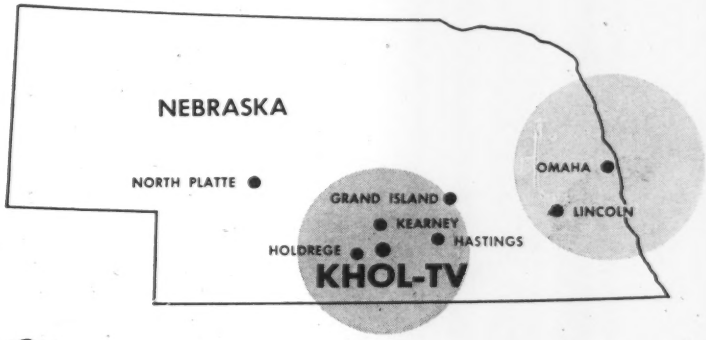

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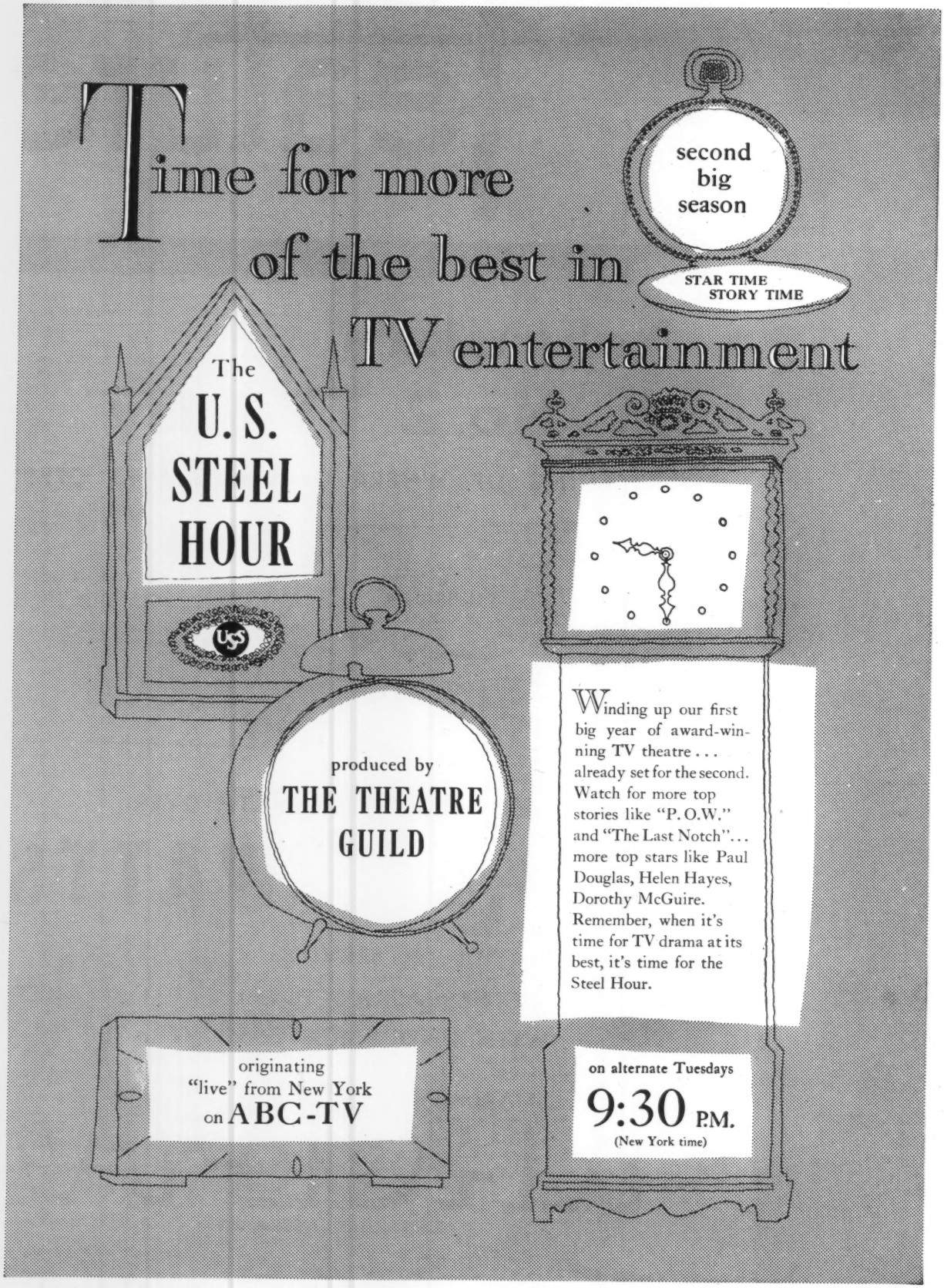

Time for more of the best in TV entertainment
second big season
STAR TIME
STORY TIME
The U. S. STEEL HOUR
produced by
THE THEATRE GUILD
Winding up our first big year of award-winning TV theatre . . . already set for the second. Watch for more top stories like "P. O. W." and "The Last Notch"... more top stars like Paul Douglas, Helen Hayes, Dorothy McGuire. Remember, when it's time for TV drama at its best, it's time for the Steel Hour.
originating "live" from New York on ABC-TV
on alternate Tuesdays
9:30 P.M.
(New York time)

features

• Television and United States Steel. Page 82.

• The diversification controversy. Page 86.

A DISC JOCKEY TRIES THE VIEW FROM BEHIND THE OWNER'S DESK

By Joe Monroe
KJOE Shreveport

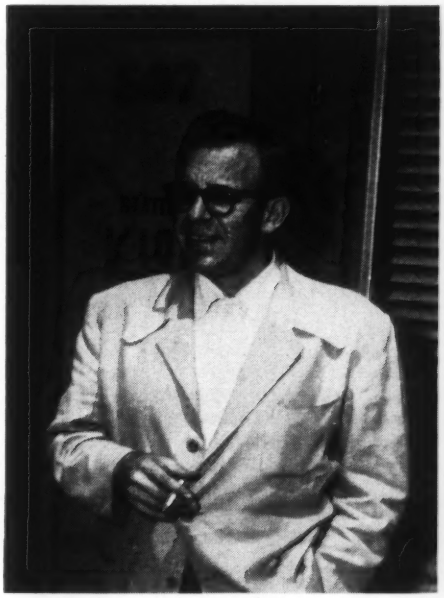
MAYBE radio people are natural gripers, or maybe they have a sincere desire to improve the industry, but you do hear a lot of complaints, always prefaced "boy, if *I* owned this station . . ." Not many of us ever get to own the station and do whatever it was we would do if we did, so I thought the boys might like to hear how one of the rank and file feels on the other side of the desk, and how he got there.

I first became eligible to start saying "boy, if *I* owned this station . . ." about eleven years ago. I had been a musician—first trumpet player with some pretty good name bands. When I got tired of one-nighters, I decided on radio as an interesting profession where a background of music might be useful. So I got my first job announcing at a small station. Several small stations later, I concluded that announcing wasn't my forte —managers kept firing me! They said I didn't "conform".

Not being sure what that meant, I came to Shreveport in 1947, and told the station manager I was a disc jockey, and the whole thing worked out all right. Actually, I just disc jockeyed the same way I had been announcing. You see, I was a single man at the time, with a habit of staying up late . . . probably a hangover from my musician days. I guess I did talk sort of slow and gravel-voiced, due to the hangover. Anyway, the boss soon gave me a good raise, and everybody was acclaiming me as a character . . . which seems to be an all right thing if you're a disc jockey and not an announcer.

For the benefit of any announcers who are toying with the idea of becoming characters so they can become high-priced disc jockeys, I do want to say that the reputation, once acquired, is impossible to live down. Since I've settled into the respectable habits of married life, I've become quite a "joiner" . . . frequently passing along some of my deepest and most serious thinking to the boys at the Elks or Optimists. But they just keep slapping their knees or each other's backs and saying "Oh, that Monroe!"

You're probably wondering what all this has to do with me building KJOE. It's just that over the years I got pretty close to the people, and got to know what they liked. One thing they kept telling me they liked was the popular music I always played, and one thing they *didn't* like was the excessive amount of hillbilly and race programs on all the stations in town. A lot of them even went so far as to say that after I came off the air in the morning, they couldn't find anything to suit their musical taste until I came back on in the afternoon. I told the station manager what the people were saying, but he didn't take any action on it program-wise. That's when I started thinking about giving the people an all-popular music and news station.

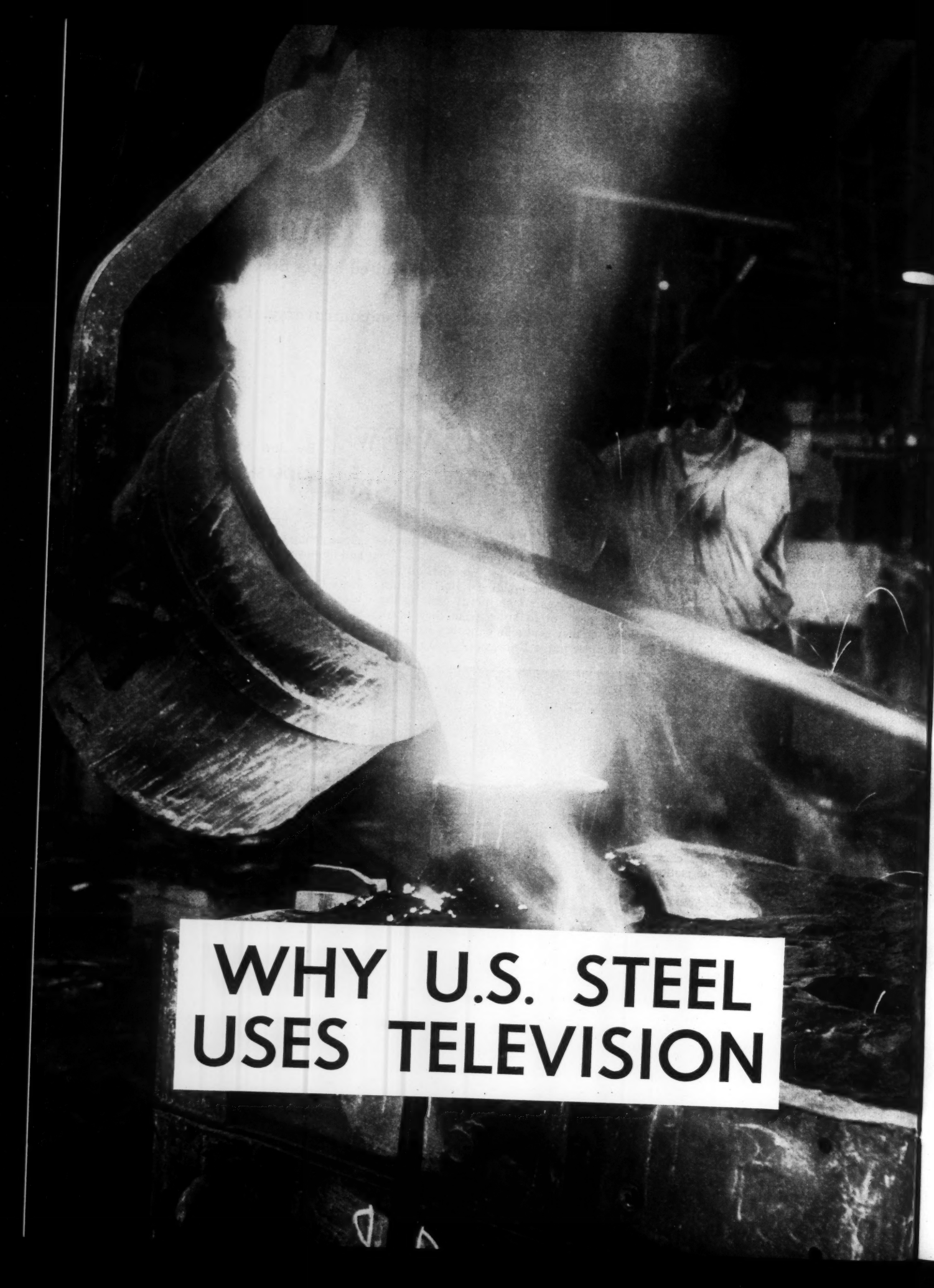


JOE MONROE

It wasn't too hard to sell 50% of the stock to people who believed in me and the idea. We got a good lawyer and formed Audiocasting Inc. I'll admit I got pretty itchy wading through the legal forms and red tape involved in building a station, but we finally got on the air August 1, complete to the call letters KJOE, which I requested for obvious reasons.

I guess the people really are pleased to have an all-popular music station . . . we've gotten over 700 pieces of mail saying they are. It's been tough on our switchboard operator, who single-handedly took over a thousand calls the first week, but the doctor says she can leave the hospital as soon as she stops thinking she hears bells. All the sponsors are happy with the direct results they are getting. There are quite a few of them, too . . . enough to put us in the black for the first month of operation.

As for me, things don't look too much different from the other side of the manager's desk, where I sit when I'm not on the air. I've put a lot of my own production and policy theories into effect, and I believe they make for a smoother operation. Anyone who works at KAY-JOE and feels an urge to say "boy, if *I* owned this station . . ." knows he's welcome to come in and tell the guy who owns it. We've put a lot of those ideas into effect, too, for a happier, more efficient organization. Regarding sales, I must admit that some of my friends at the Elks and Optimists *have* taken on a peculiar illusion . . . sometimes a strange halo forms over their heads spelling out "potential advertiser," but I plan to have my eyes examined. Meanwhile, I just keep passing along some of my deepest and most serious thinking at the meetings, and they keep slapping their knees and saying "Oh, that Monroe" as they sign their contracts.



WHY U.S. STEEL USES TELEVISION

LAUREL-LADEN, THE 'U.S. STEEL HOUR' ENDS ITS FIRST YEAR

By Patricia Kielty

ON OCT. 27, 1953, the television curtain rose on the initial program of one of the most anxiously awaited and highly publicized regular dramatic series in tv history. An avalanche of news releases, spot announcements, posters and newspaper ads had proclaimed that on that Tuesday evening *The United States Steel Hour*, sponsored by United States Steel Corp., the world's largest steel manufacturer, and produced for the company by Theatre Guild, would launch its alternate-week series of hour-long drama shows on ABC-TV.

Last week, U. S. Steel completed its first year in tv. For the television industry, the year had meant increased revenue of some $2,300,000, the estimated sum spent annually on the *Steel Hour*. For U. S. Steel, it had been a year crowded with highly successful productions of every dramatic type which had won the *Steel Hour* a sizable audience, a healthy network rating, a number of top awards and enough favorable press clippings to feed a blast furnace.

U. S. Steel, as the biggest steel production firm in the world, had a sales volume of $3,860,000,000 last year. Its steelmaking plants, which dot the nation, poured out more than 35 million ingot tons of steel during 1953.

Since U. S. Steel's products don't turn up with any degree of frequency on the grocer's shelf or the housewife's shopping list, there rises natural speculation as to why it chooses to spend well over $2,000,000 a year in television, the medium *par excellence* for moving products out of markets, shops and stores into the consumer's home. Why does U. S. Steel use tv?

J. Carlisle MacDonald, assistant to U. S. Steel's chairman of the board, told B•T that the corporation uses tv drama to tell its story to a vast audience as a direct means of communicating information on its plans and activities and to remind viewers that "only steel does so many jobs so well." Tv keeps the corporation in touch with the public, and the public familiar with steel products.

U. S. STEEL's Hazel, blast furnace and cast house, Morrisville, Pa.

Aside from the basic audience acceptance and popularity of dramatic shows, the company feels they are ideally suited for commercial messages at the end of each act—another important reason for selecting this type program in preference to any other. Almost without exception, U. S. Steel messages are geared to increase the public's understanding of the corporation's contributions to industry and the general welfare of the nation. There is no "hard sell" in commercial segments. The first is handled by George Hicks, who has been delivering institutional messages for U. S. Steel since 1945, first on radio and now on tv. A second commercial message, aired during the second and third act intermissions, is concerned with steel products and their use in the American home. Mary Kay and Johnny, a personable husband-and-wife team, appear in informal "at home" scenes to demonstrate the many every-day uses of steel.

U. S. Steel commercials, as well as the plays themselves, are ambitious and well handled. On one occasion a full-scale house, fabricated with U. S. Steel components, the largest product ever offered for sale on tv, was a feature of Mary Kay and Johnny's sales presentation.

Response to the house commercial increased U. S. Steel's mail count by over 50,000 letters, a clear indication that the corporation's between-act messages are watched and listened to. All such responses are handled by the Market Development Dept. at U. S. Steel offices in Pittsburgh, except in cases where products are manufactured by subsidiaries of U. S. Steel. Mail stimulated by the house commercial was sent to Gunnison Homes Division. In instances where detailed answers are demanded, extra personnel is hired or mail is forwarded to an outside mail answering service. When letters request it, names of dealers who handle the advertised product in the letterwriter's area are identified.

U. S. Steel points out, however, that the emphasis in both the Mary Kay and Johnny and the Hicks commercials is not on direct sales but on building goodwill for manufacturers of products made with steel. One commercial used on the show last Tuesday, for example, was an explanatory message on a number of films made by the corporation.

"They are produced by U. S. Steel as a public service to tell the exciting story of steel making," said Mr. Hicks at the outset of the announcement. Picking up a film catalog folder, he continued: "This catalog, which we will be happy to send you, lists them all, but let's take a look at a few." This opening was followed by concise to-the-point copy supplemented with camera cuts from one scene in the manufacture of steel to the other, lending visual impact to Mr. Hicks' script. After showing highlights of two U. S. Steel films, the camera again focused on Mr. Hicks, who said, "Other films tell of the construction of the United Nations Headquarters in New York . . . the building of America's newest and most modern steel plant, Fairless Works at Morrisville, Pa. . . . erecting the San Francisco-Oakland Bay Bridge. . . . These are just a few of the films listed in this catalog. They are available to you for the asking. . . . Just write to me, George Hicks, care of Film Distribution Center, U. S. Steel, Pittsburgh 30, Pa." The commercial ended with a dissolve to a title card bearing U. S. Steel's address.

For the general viewing public as well as for the professional onlooker who appraises tv with a critical eye, U. S. Steel's entrance into television was a welcome event and one that was long overdue. The semi-monthly series, under the theatre-wise guidance of Theatre Guild, was destined to add new entertainment value to the viewing schedule. Rosy predictions made for these teleplays were grounded in U. S. Steel's previous dramatic activity. The television debut was preceded by an eight year "run" in radio under the title, *Theatre Guild on the Air*. These weekly broadcasts, exploring radio as a dramatic tool and bringing audio drama techniques to near perfection, were "must" listening in countless homes.

Early in 1953, at the conclusion of the radio series, U. S. Steel began to consider moving to television. Top management, including Banjamin F. Fairless, chairman of the board, and Roger M. Blough, vice chairman, had watched closely tv's development.

A number of new program ideas for television were advocated, but since drama had served the corporation so well in radio a decision was made to stay with the dramatic format. The Theatre Guild, an established and outstanding theatrical production organization for 35 years, was retained as producer, the same

function it performed on *Theatre Guild on the Air*. In the early planning stages, the name of the proposed series was changed to *The United States Steel Hour* as a means of more positive sponsor identification.

To maintain top-quality production, characteristic of U. S. Steel's radio shows, the television schedule was decreased to two programs a month because of the heavy demands tv makes upon actors, directors, writers and production personnel. U. S. Steel selected ABC for its series when that network proposed to produce its own hour-long drama which would alternate with the *Steel Hour*, Tuesdays at 9:30 p.m. An added attraction of ABC was the network's ability to clear time that was not highly competitive on a desirable number of stations. Since U. S. Steel's commercial time is devoted largely to institutional and public service messages, the company had no desire to split an audience by competing with a firmly established show on another network. It was searching primarily for an available audience with which it too could become quickly established in markets of its own choice.

When network negotiations were completed and time was cleared for the new series, the next matter of major significance was the selection of a director. Alex Segal, who at a very early point in his directorial career had won a Peabody award for ABC's experimental *Actor's Studio*, was offered the assignment and accepted it. Mr. MacDonald, who is in charge of all the corporation's public relations activities, feels that the polish and success of the *Steel Hour*'s productions during the first season clearly illustrates that the selection of Mr. Segal as director of the series was a wise one.

Finding a play of particular distinction for the opening telecast was the next step toward getting the series underway. "What we needed," Mr. MacDonald recalls, "was a theme of enormous scope. GIs returning from prisoner-of-war camps in Korea with their stories of enemy brutality and communist 'brain-washing' were receiving wide coverage in the daily press." David Davidson, novelist and tv writer, was asked to submit a script based on this general theme. His teleplay was titled "P.O.W." Among many scripts considered, it was the unanimous choice of U. S. Steel, BBDO, agency handling the account, and the Theatre Guild.

Critical coverage following the premiere was equally unanimous. Jack Gould of the *New York Times* called it "One of the season's noble achievements. Superbly directed and beautifully played, it was topical theatre of both potency and power." The *New Yorker* said, "One of the finest, most stirring, most honest, and most disturbing plays ever projected onto a television screen." "Top-notch dramatic fare," reported the *New York Daily News*. "Powerful, outstanding, wonderful," said the *Chicago Daily News*. C. E. Butterfield of Associated Press wrote, "Applause from all directions has been pouring in on the Theatre Guild and its sponsor for the outstanding dramatic presentation." It appeared that U. S. Steel on television, like television itself, was certainly here to stay.

When U. S. Steel made its tv debut, it brought along a $2,300,000 yearly television budget. This figure represents the estimated total production and station time costs for the series. Of this amount, approximately $1,050,000 is allocated for production expenses while $1,250,000 is for time costs covering 102 outlets.

Credit for the superiority of the *Steel Hour*'s dramatic production rests largely with Theatre Guild; Mr. Segal; S. Mark Smith, script editor; John Haggott, associate producer; Albert Heschong, set designer; Gene Coffin, costumer, and U. S. Steel's Mr. MacDonald, who takes an active interest in the series and is top supervisor of the entire *Steel Hour* production.

U. S. STEEL officials at rehearsal for a *Steel Hour* production: Clifford F. Hood (r) is president of the U. S. Steel Corp.; J. Carlisle MacDonald, assistant to the board chairman, supervises the show's production for the corporation.

Theatre Guild members Lawrence Langner, Theresa Helburn and Armina Marshall meet weekly with U. S. Steel personnel under Mr. MacDonald's direction as well as with representatives from BBDO. At these meetings, scripts—for which U. S. Steel pays from $1,500 to $3,000 each—are proposed and discussed, casting suggestions are made and general policy matters relevant to the series are talked over. Tv writers such as Arthur Arent, Irving Gaynor Neiman, Ira Levin and N. Richard Nash have had plays produced on the program.

Casting of each show is handled by Mr. Segal, the Theatre Guild and representatives from BBDO. Among the stars who have made appearances on the series are Howard Lindsay, Gertrude Berg, Julie Haydon, Diana Lynn, Gary Merrill, Walter Hampden, Teresa Wright, Thomas Mitchell and Dorothy Gish.

Rehearsals for each *Steel Hour* show extend from the Monday of the week preceding the telecast through Tuesday's show date, a total of some 44 hours. The group meets for the first time in Mr. Segal's office on Monday for a five-hour reading. Actors take Tuesday off to memorize lines. Wednesday through Sunday rehearsals run anywhere from four to six and a half hours a day. On the following Monday the cast moves into Studio TV-1 at ABC to start camera rehearsals. These sessions last through Tuesday until the show goes on the air at 9:30 p.m.

In addition to the director a minimum technical staff of 42 people operates behind the camera to get the *Steel Hour* on the air. This number includes 22 technicians who handle electronic equipment, eight stage hands, three pages, two make-up men, two costume dressers, two floor managers and three assistants on the director's staff.

Since the opening of the series a year ago, subsequent shows have varied in subject matter and treatment. In a range from light comedy to serious drama, shows which primarily reflect a segment of American life have been selected and produced. Among them have been *Hope for a Harvest*, treating racial discrimination in a story of California wine growers; a lively comedy titled *Man in Possession*, which starred Rex Harrison and Lilli Palmer in their debuts as tv co-stars; *Hedda Gabler*, in which Tallulah Bankhead made her tv bow as the heroin of the Henrik Ibsen classic, and a live tv "western" called *The Last Notch* which many critics called television's answer to filmland's epic movie "horse opera."

Although Mr. MacDonald feels that awards do not necessarily indicate the real quality of any particular tv series, he points out that they are significant as indicators of press and public opinion. In its first year, *Steel Hour* was named top dramatic program of the year by a number of trade and general readership publications; it won two "Emmys" from the Academy of Television Arts & Sciences as "best dramatic show" and "best new show" of the year, and was cited by *Saturday Review* and Town Hall Club for production excellence and outstanding commercials. A Christopher award and a medal from the Freedoms Foundation for "P.O.W." are two other honors received by the series in its first tv year.

With 102 tv outlets currently carrying the series, U. S. Steel reaches an estimated audience of 15 million viewers with each show it presents. It is the ability to reach this audience which really explains U. S. Steel's two-fold interest in television. "A backlog of favorable public opinion is a valuable asset but we do not desire goodwill as an end in itself," Mr. MacDonald stressed. "Through our television programs we are also seeking greater acceptance of our products by customers and potential customers in addition to a favorable attitude toward our policies on the part of the public and its representatives. Progress toward these goals is being aided considerably by the use of the television medium."

The show must go on . . .

And this sponsor's show will—even though the star does seem to be tied up for a while. Someone, you see, had the foresight to **SHOOT IT ON EASTMAN FILM.**

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. GERMAN, INC.,
Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

DIVERSIFICATION: ITS CASE HISTORY

FCC DENIES DISCRIMINATION, BUT NEWSPAPERS STILL LOSE OUT

By Earl B. Abrams

THERE'S a churnin' and a burnin' in newspaper circles today.

Publishers have a large suspicion that the FCC is sharpshooting at newspapers that want to go into tv.

The facts seem to bear the suspicions out.

Since the tv freeze was lifted in 1952, there have been seven, after-hearing, final decisions involving newspaper-owned or affiliated applicants. Only one of these was in favor of a newspaper.

In the other six such decisions, the fact of newspaper ownership was counted as a strike against the applicant. It served to throw the weight of preference to the non-newspaper applicant.

The theme of the Commission's attitude toward newspaper applicants—and the same thing applies to multiple broadcast station owners—is diversification. This is the long-established FCC policy that newspaper ownership, or other station ownership, counts against an applicant in a comparative hearing. Only a superior showing in several of the criteria on which the Commission bases its judgment as to who shall receive a grant has prevailed against the onus of newspaper or multiple station holdings.

These other tests involve such things as local ownership, integration of ownership and management, program proposals, staffing, equipment, etc.

Applicants for tv stations who had newspaper connections lost out after hearings in Fort Wayne, Ind., Portland, Ore., Tampa-St. Petersburg, Fla.; Sacramento, Calif., and Beaumont-Port Arthur, Tex.

There were two tv hearings for Ft. Wayne and for Tampa-St. Petersburg.

Only in the first Tampa-St. Petersburg, Fla., hearing was the newspaper involved successful.

Multiple broadcast ownership played a part in decisions in Flint, Mich.; Portland, Ore., and Denver, Colo. Only in Denver did the broadcaster win out over a newcomer.

Before this bleak recital starts anyone muttering about discrimination, damned socialists, and other epithets directed to government bureaucracy, it should be pointed out that the FCC has no rule—repeat, none—barring grants to newspapers or multiple station owners.

In fact, of the more than 500 tv stations authorized as of the beginning of 1954, 23.2% were affiliated in one way or another with newspapers. This is 129 to be specific.

The snapper, of course, is that most of these received their grants without opposition. It is rare indeed for the Commission to turn down an unopposed applicant, unless it can be shown that he is disqualified on one of the basic requirements—legal, financial or technical.

The touchstone of the FCC's attitude toward newspaper and plural station ownership was given in 1944 when the Commission issued its report following the abortive newspaper investigation begun in 1941.

In that latter year, the FCC under the chairmanship of James Lawrence Fly, proposed to bar newspapers entirely from radio station ownership.

During the three-year-long investigation, the full fury of newspapers was directed at the FCC. Newspaper groups are still touchy where broadcasting aspirations are concerned. Only 30 days ago Cranston Williams, general manager of the American Newspaper Publishers Assn., directed an inquiry to the Broadcast Bureau of the FCC, asking whether it were true, as he had been informed, that the Bureau held that newspapers should not be accredited as broadcasters. The Broadcast Bureau replied that it was only carrying out FCC policy that newspaper ownership was a factor in comparative hearings and that there was no bar to the ownership of a broadcast station by a newspaper.

The 1944 announcement by the FCC, in essence, held that although there would be no prohibition against newspapers owning radio stations, the principle of diversification would be followed wherever possible.

From that time on, this principle has been used by the FCC whenever it had two or more applicants applying for the same facility. In television it was used immediately following the end of World War II and the resumption of commercial telecasting.

In the very first tv hearing case, that for the four channels allocated to Washington, D. C., the Commission used the diversification issue in two ways: In the one case, it granted a channel to the *Washington Evening Star* (WMAL) because the Washington newspaper was outstanding in local ownership. In the other case, the FCC granted Bamberger Broadcasting Co. (WOR New York) another channel because it did not then have a tv station whereas others competing already were licensees of video outlets.

From then until recently there were virtually no instances where the question of diversification in a tv case was a problem. Indeed for almost four years, from 1948 to 1952, tv application processing was at a standstill while the Commission struggled with uhf, color tv, and station separation. This was the famous tv "freeze." Competitive hearings for tv outlets began in the latter part of 1952, and the first final decision following a hearing was not issued until early in 1953. This was in the Denver ch. 7 case.

However, there was one pronouncement during that video ice age which, indirectly, involved a tv station. This was in the WBAL Baltimore renewal fracas, which is considered to be the happy ending to the ominous Blue Book accusations issued by the FCC in 1946.

The Hearst-owned WBAL's license was set for renewal hearing, following the application for the same facilities by Public Service Radio Corp. (Drew Pearson and others).

That case involved not only newspaper ownership, but also multiple ownership, for the Hearst organization also owned WISN Mil-

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THE TEXT of the FCC's 1944 notice on diversification reads as follows:

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

PUBLIC NOTICE JANUARY 13, 1944

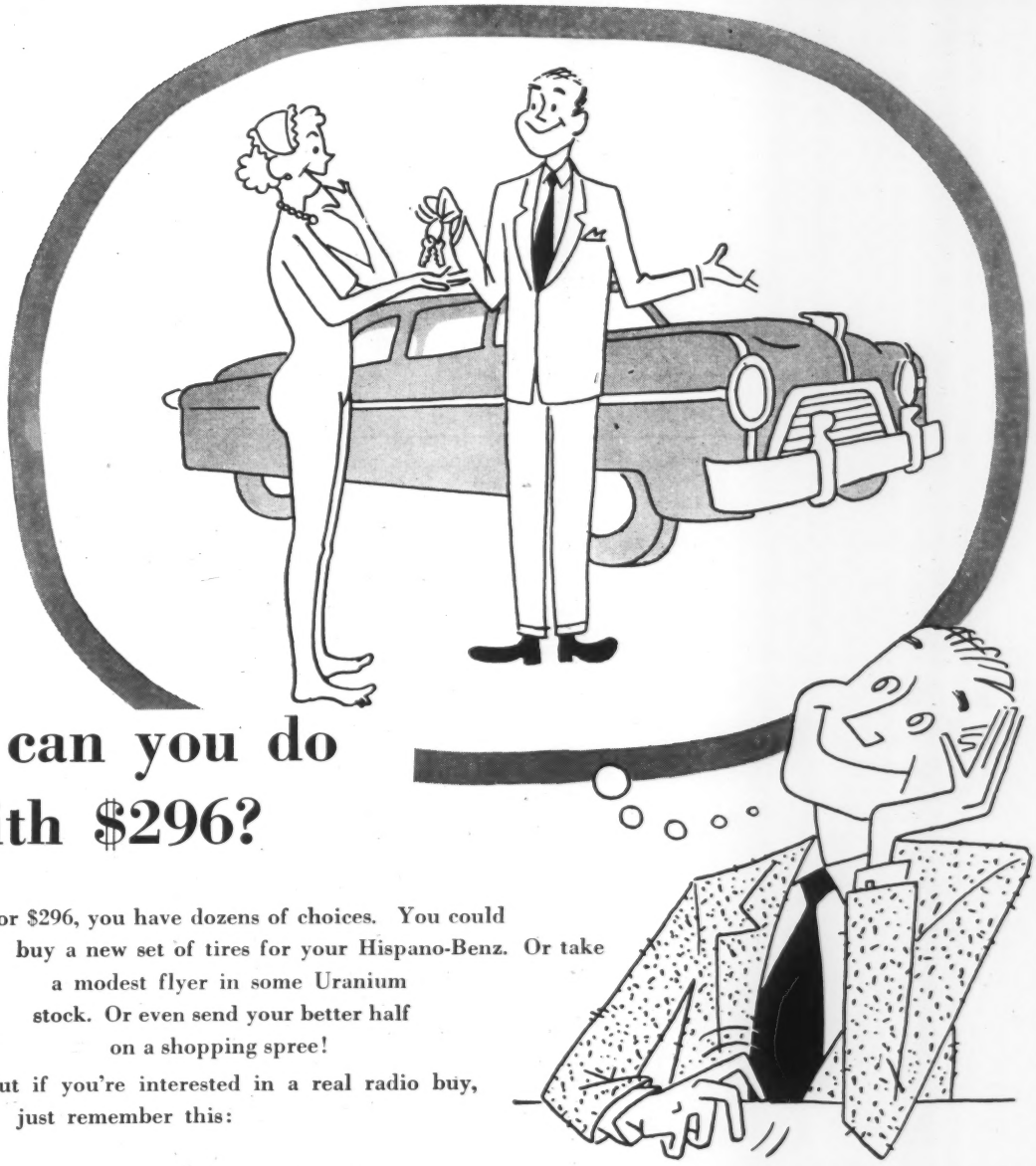
The Commission today closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.



What can you do with $296?

For $296, you have dozens of choices. You could buy a new set of tires for your Hispano-Benz. Or take a modest flyer in some Uranium stock. Or even send your better half on a shopping spree!

But if you're interested in a real radio buy, just remember this:

ON WOAY, $296 will buy 13 quarter hours!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

ONCE AROUND THE PARK

THIS ONE always wows 'em at bar association dinners.

Seems a gal asked a large, plush, Wall Street law firm to represent her in a breach of promise suit against the scion of one of the oldest families. She claimed she was violated one festive night in a hansom cab while being driven through Central Park with her, at that time, beau.

The senior member of the law firm instructed a junior to check the law library for cases which might be used in this suit. Weeks later the law clerk reported chagrined back to his chief. There had never been any case in the history of American jurisprudence which involved rape in a hack.

Although this article on the FCC's principle of diversification looks like a legal brief with its extensive quotations from FCC tv decisions, there is method in the writer's format. This is that each quotation, albeit seemingly similar to others, is based on a separate set of facts and contains nuances that are not the same in any other case. Like the legal profession's "Rape in a Hack" story, there are no two cases exactly alike. In order, therefore, to give the flavor of each decision, it was thought best to reprint the Commission's exact words. Where the decision repeats something already set down, it has been paraphrased.

waukee and through a related company, WCAE Pittsburgh. Although not directly at stake, WBAL-TV's license was also in jeopardy if Hearst was found disqualified to own a radio station.

The license of WBAL was renewed. In the final decision, the Commission discussed the diversity principle in these words:

The weight to be given to the principle of desirability of diversification of control of media of mass communications will, in those instances involving licensees of existing facilities, vary with the facts in each individual case. We believe that normally diversification is not a controlling element where a person has been licensed by the Commission for more than one station and operates these stations in the public interest; where the licenses held are not in violation of our rules; and where the record does not clearly establish from facts pertinent to the individual case, that the control of other radio facilities would make a renewal of the license not in the public interest. In the instant case our rules governing multiple ownership are not being violated and we do not believe the last made point has been established by the record. The stations owned or controlled by Hearst interests serve three widely separated communities (WISN Milwaukee, WCAE Pittsburgh, and WBAL Baltimore). Each of these communities has several stations assigned to it. The dangers which might arise from concentration of control in a single community, or in contiguous areas, with limited choice of radio services, are not here present. Accordingly, the fact that greater diversification might result from a preference of the application of Public Service Radio Corp. is not considered to be a determining factor in this case.

Similarly, the fact that Hearst interests control one of the two daily newspapers in Baltimore [Baltimore News-Post] and a number of newspapers and perodicals in other cities and that stockholders in the Public Radio Service Corp. have no proprietary interests in Baltimore area newspapers is not considered determinative under the circumstances in this case. Newspaper ownership does not automatically disqualify an applicant. It is a factor which is considered, but only in relation with the other aspects of comparative determination and as it bears upon the final decision of whether a grant to the applicant in question is in the public interest. The record does not show that the common control of WBAL and the Baltimore newspaper has been employed adversely to the interests of the listening public, and an inference can reasonably be drawn that these conditions which have previously obtained will continue.

But, the then FCC Chairman Wayne Coy had other ideas. To him the diversity dogma was practically over-riding. This is what he said:

The Commission is committed to the principle that unless there are over-riding considerations, preference should be given to a non-newspaper, non-multiple owner applicant as against an applicant which publishes a newspaper or has other broadcast stations in order to encourage the greater diversification of control of the media of mass information. This principle, unlike that of integration and local ownership, is not grounded on the fact that there is any basis for assuming that one applicant is more likely to carry out its program proposals than the other, but is a reflection of the Congressional policy expressed in the Communications Act and that the public interest is best served by having as wide an ownership as possible of the media of mass communications.

I recognize that where there are over-riding considerations the Commission has preferred a newspaper applicant to a non-newspaper applicant on the basis of qualifications, or a multiple-owner applicant to an applicant with no other broadcast interests on the basis of a demonstrated record of superior program service. None of these elements are present in this case. . . .

In the first post-freeze final decision, the Denver ch. 7 case, the issue of an existing broadcaster vs. a newcomer was paramount. The Commission decided in favor of Aladdin Radio & Television (KLZ Denver) and against non-broadcaster Denver Television Co. on the ground that KLZ was so superior in other respects that it outweighed this advantage for Denver Television Co.

The Commission said, in this respect:

It is contended that because of Aladdin's present radio operations and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication. The Commission has in the past held that diversification of control of media is desirable and that, in the absence of countervailing considerations, a grant to an applicant who has fewer broadcast interests better serves the public interest since it results in greater diversification of radio and tv ownership. Thus a grant to Denver Television would bring a qualified newcomer into the field as opposed to Aladdin which presently operates an am station in Denver, and whose stockholders hold substantial interests in a number of other stations in the country. In the absence of other comparative considerations, a grant to Denver Television would be indicated. As has heretofore been shown, however, Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants. This superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and tv interests.

So far, so good. Although the FCC talked about the diversification issue, it did not penalize a tv applicant for being newspaper connected or for including broadcast properties among its holdings.

But, beginning late in 1953 and throughout this year, wherever the issue has come up, it has become a heavily weighted factor. The tide seemed to be turning toward a harsher attitude on this point. It is ironic, but since the advent of a Republican administration, the FCC seems to have gone farther and farther along the path of acknowledged New Deal-inspired diversification righteousness.

In the one exception to this seemingly closed-mindedness on newspaper ownership, the Commission decided in favor of the *Tampa Tribune* (WFLA) for Tampa-St. Petersburg ch. 8, and denied the *St. Petersburg Times* (WTSP) and non-newspaper, non-broadcaster Tampa Bay Area Telecasting Corp.

In this case, the Commission held that neither the *Tribune* nor the *Times* intended to employ joint rates in the sale of tv time and that a grant to either would not lessen competition.

This is how the Commission majority said it:

The Commission, in the past, has held that diversification of control of the media of mass communication is desirable and that in the absence of countervailing considerations, the grant to an applicant who has fewer broadcast interests or is not affiliated with other radio or newspaper interests better serves the public interest. This factor, important as it may be, is only one of the numerous comparative factors we have weighed in reaching our decision. The weight to be accorded this factor is dependent upon the circumstances of each case. This record shows that neither Pinellas [*Times*] nor Tribune proposes or intends to employ joint rates in the sale of tv time; that there is no indication that the operation of a tv station by either Tribune or Pinellas would lesson effective competition; that there are competing radio stations and newspapers now operating in Tampa and St. Petersburg as well as a variety of media in the proposed area to be served; and that both have demonstrated their capacities to function in the public interest. Under these circumstances, we conclude that even though Tampa Bay warrants a preference over Tribune and Pinellas in this area of comparison, it is not determinative of this proceeding. . . .

But Comr. Frieda B. Hennock thought otherwise. She said:

Among the three applicants for this channel, two are owners of local newspapers and radio stations. The third owns no mass media in the area.

I dissent from the majority's grant here to the Tribune Co., which publishes the *Tampa Tribune* and is also the licensee of radio stations WFLA and WFLA-FM in Tampa, on the same ground on which I have consistently based my dissents in other cases where a choice was available between owners of local newspapers and other qualified applicants.

One of the most important responsibilities of the Commission is to license use of spectrum space in a manner consistent with the greatest possible diversification of control over mass media. This basic criterion is especially important in a case like the present one where the newspaper interest to which the grant is being made does not reflect appreciable integration of ownership and management where so few of its owners and board members are residents. . . .

In this case, the Commission agreed with the hearing examiner who had also favored granting the Tribune.

In the other six cases the Commission turned thumbs down on newspapers.

In the Fort Wayne ch. 33 case, the Commission picked WKJG Fort Wayne and turned down the *News-Sentinel's* WGL. It particularly did not like the forced combination rate for national and classified advertising which the *News-Sentinel* and the *Journal Gazette* practiced as part of their joint mechanical, advertising and business departments. This was also the view of the examiner.

The very same combination practices, involving the same newspapers, impelled the Commission in the Fort Wayne ch. 69 case. Here the FCC picked WANE Fort Wayne (identified in ownership with WISH-AM-TV Indianapolis and WHBU Anderson, Ind.) over Anthony Wayne Broadcasting Co., whose principals are Paul V. McNutt and James R. Fleming. Messrs. McNutt and Fleming are major stockholders in the *Journal Gazette*. In this the Commission reversed the examiner.

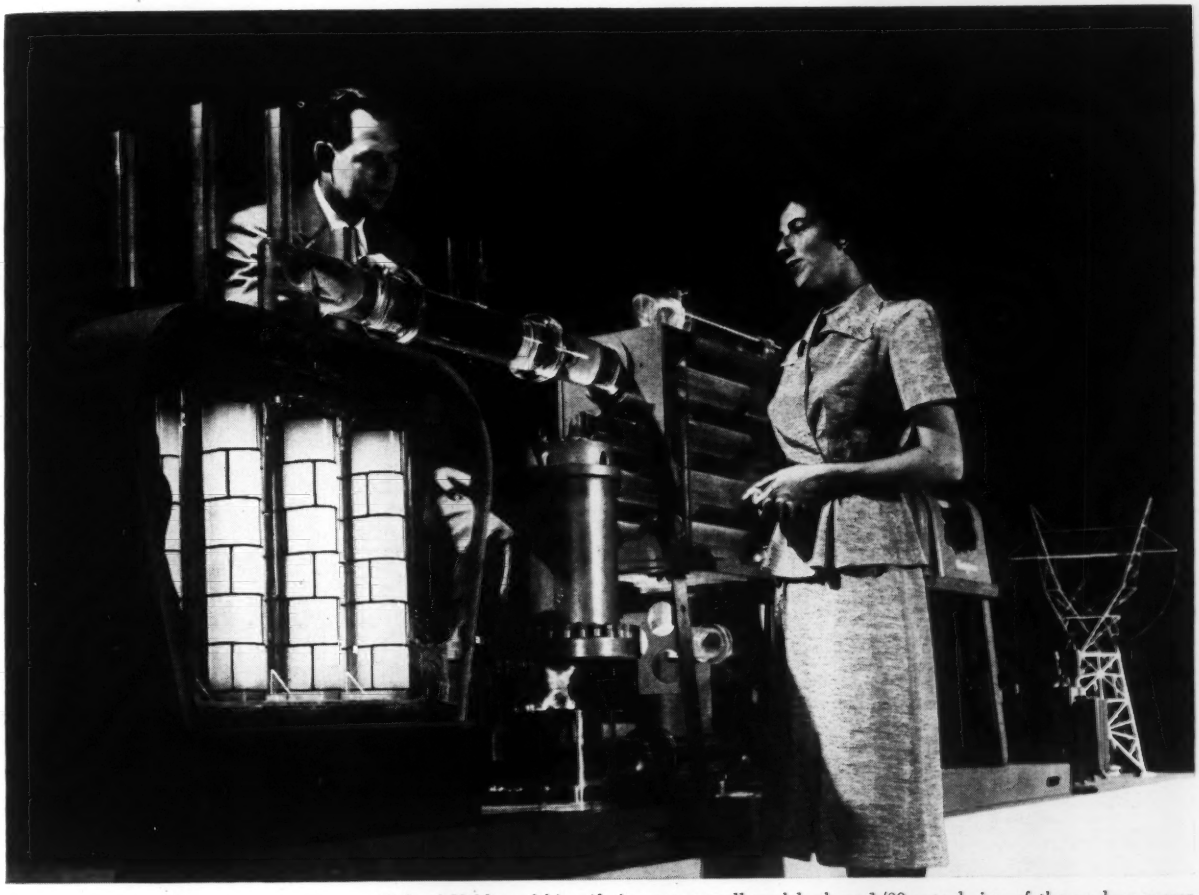
Fort Wayne Ch. 69

This matter of forced combination rates has tended to become more and more important to the Commission in recent hearing cases. This is what the FCC said in the Fort Wayne ch. 69 case:

By forming a combination which has resulted in the imposition of forced combination rates upon advertisers in their newspapers, News Publishing and Journal Gazette have used their dominant positions as publishers of Fort Wayne's only major newspapers in a manner inconsistent with the public interest as we conceive it. We are of the view, moreover, that these advertising practices seriously reflect upon the comparative qualifications of Anthony Wayne to be a licensee of this commission. It is true that Messrs. McNutt and Fleming cannot dictate the advertising practices of the agency corporation. Being able to control the Journal Gazette Co., however, they are able to control that company's attitude with respect to these advertising practices. Because of their announced intention not to take steps to bring about the abandonment of these practices unless a court of last resort declares them to be illegal, responsibility for the practices must be imputed to them. Accordingly, a substantial preference is due Radio Wayne whose representation that it will not employ combination rates if its tv application is granted is supported by the history of its past operation of its four standard broadcast stations [same interests had owned WHOT South Bend, Ind.]. . . .

In another section of its Fort Wayne ch. 69 decision, the FCC said:

We are reluctant, however, to subject a broadcast facility to possible misuse by entrusting it to an applicant whose principals have not seen fit to object to practices so obviously contrary to the public interest. The use of dominant position to deprive advertisers of a choice of advertising media does not recommend this applicant to us. We do not care to assume the risks



Richard Noble and his wife inspect a small model, about 1/30 actual size, of the nuclear power plant he is helping to design. This plant, except for its heat-producing unit (foreground), will look much like any other power plant. It is to serve as a "laboratory" from which much will be learned about using the atom as a fuel to help fill future needs for more and more electricity.

Electric Companies to Make Power from the Atom

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Mr. Noble is employed by one of the electric light and power companies now studying the future promise of nuclear electric power. Co-operating with the Atomic Energy Commission in this research, they are hunting ways to make electricity from nuclear energy both practical and economical, so that its benefits will be available to customers.

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attendant upon preferring an applicant involved in practices which, if carried over into the broadcast field, would raise serious public interest questions.

In the Portland, Ore., ch. 12 case, the Commission picked Oregon Television Inc., composed of local businessmen, and turned down KPOJ—*Portland Oregon Journal,* Wesley I. Dumm (owner of KSFO and then owner of KPIX [TV] San Francisco) and Northwest Television and Broadcasting Co., one third owned by John D. Keating (whose interests include 50% in KYA San Francisco, 25% in KONA (TV) Honolulu and 25% in WINS New York).

Following the lead of the examiner, the Commission held that diversification was one of the issues and that the newspaper ownership in the KPOJ bid was disqualifying. In addition the other broadcast ownerships involved in the KPOJ and Northwestern were also disqualifying, the FCC held. In this case, Comr. Robert T. Bartley dissented, favoring the KPOJ application.

The Beaumont-Port Arthur ch. 6 case was tricky. KRIC-*Beaumont Enterprise* and *Journal* was in opposition to KFDM Beaumont, whose major stockholder, D. A. Cannan, also had an interest in KFDX-AM-TV Wichita Falls, Tex., and to KTRM Beaumont, which had made an arrangement for selling one third interest to the *Houston Post* (KPRC-AM-FM-TV). The examiner favored KTRM, but the Commission frowned on its connection with the Houston Post and the fact that KPRC-TV covered part of the Beaumont area and granted the channel to KFDM. Comrs. Rosel H. Hyde, John C. Doerfer and Robert E. Lee dissented on that one.

Here is what the FCC said about the Beaumont-Port Arthur diversification issue:

With respect to the factor of diversification and concentration of media for mass communication, the examiner awarded no preference. We are of the view, however, that Beaumont Broadcasting [KFDM] merits a clear superiority in this important area of comparison. There being no other significant difference among the applicants, there are no factors offsetting Beaumont Broadcasting's superiority in this regard and the examiner's ultimate decision awarding the grant to KTRM must be reversed. Having concluded that this factor of diversification and concentration is the determinative feature in this proceeding, it is well to set forth some of the principles which have guided us in awarding a preference to Beaumont Broadcasting.

As a general rule, tv facilities should be distributed among as many qualified persons as possible. Where we are faced with a choice between two applicants, therefore, one of whom has a tv station and another who does not, it is our view, other factors being substantially equal, that the public interest is better served by a grant to the applicant without a tv station. . . . Where each of the applicants has an existing tv station, a party placing a signal into portions of the area proposed to be served suffers in comparison with the other party, even though the prospective overlap does not amount to a disqualifying factor. Also to be considered is the important factor of the concentration of control of the media of mass communications within any particular area, including media other than broadcast facilities. . . . Thus, although the ownership by an applicant of a newspaper in the principal community to be served does not foreclose comparative consideration of its application, the Commission has, on numerous occasions, favored the applicant having no newspaper connections. . . .

In summary of the foregoing, then, in determining which of two applicants should be preferred on the basis of diversification and concentration of control, consideration must be given to the type, the extent and the location of the parties' existing media of mass communication, including media other than broadcast facilities.

The Tampa-St. Petersburg ch. 13 case was almost one in which the Commission purposely tripped up the examiner.

It will be recalled that the Commission had awarded Tampa-St. Petersburg ch. 8 to the Tribune. It had held, there, that the non-newspaper affiliated applicant should receive a preference on the diversification issue, but that this was not determinative.

Tampa Times Loses Out

In the ch. 13 case in the same market, the Commission picked Tampa Television Co., 80% owned by local businessmen and 20% owned by WALT Tampa, reversing the examiner who had found for the Tampa Times Co. (WDAE). The third application in that contest was in the name of Orange Television Co., comprised of local businessmen including a small interest by the owners of WTVJ (TV) Miami.

Now let's see what the Commission said in that case:

The factor which remains to be considered under this category is diversification of the media of mass communication. In a long line of cases, we have established the principle that diversification of the media of mass communication is desirable, and that in the absence of countervailing considerations, a grant to an applicant with fewer broadcast interests or who is not associated with other radio or newspaper interests, better serves the public interest. *Scripps-Howard Radio, Inc.* v. *FCC,* 189 F. 2d 677, *cert. denied,* 342 U. S. 830. We adhere to that principle here, and accord a preference to Orange and Tampa Tv in view of Times' ownership of Stations WDAE-AM and FM and one of the two daily newspapers (and the only evening newspaper) in Tampa. In connection with Tampa Tv, we note here Tison's promise to sell WALT in the event Tampa Tv is the successful applicant. And in connection with the preference to be accorded, we have taken into consideration the competing radio stations and newspapers now operating in the area (see Pars. 15-17) and the fact that Times does not intend to employ joint rates in the sale of television time and, therefore, there will be no lessening of competition for the advertising dollar.

Times argues that the diversification principle should be employed only where the grant of a license would result in a monopoly of the sources of information in a given area, and that clearly, the instant case is not such a situation. We agree that no monopoly is here involved. But Times mistakes the applicability or purpose of the diversification principle: It is not limited to monopoly because its purpose, as its name connotes, is to promote diversification in the sources of information. It is therefore of general applicability to all comparative cases. As expressed by the Court of Appeals in the leading case in this field, *Scripps-Howard Radio, Inc.* v. *FCC, supra,* at p. 683: ". . . where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity." Congress made no change with respect to this principle in its consideration in 1952 of appropriate amendments to the Communications Act; rather, it indicated its agreement with "the present law." Both Congress, the courts and this Commission are in agreement that a permit should not be withheld from an applicant because it is otherwise engaged in the dissemination of news; the diversification factor is simply one more criterion to be considered in the comparative process. As shown by recent cases, its significance may be more than offset by other criteria. See e.g., *Aladdin Radio and Television, Inc.,* 9 RR 1; *The Tribune Company,* FCC 54-1027.

Perhaps the most direct and detailed explanation of the FCC's attitude toward newspaper ownership was given earlier this month in the Sacramento, Calif., ch. 10 case. The examiner favored the grant of Sacramento ch. 10 to the McClatchy Broadcasting Co. and proposed to deny Sacramento Telecasting Inc. McClatchy owns KFBK Sacramento, KERN Bakersfield, KWG Stockton, and KBEE (FM) Modesto, all California, and KOH Reno, Nev., and publishes the *Sacramento Bee, Fresno Bee* and *Modesto Bee.* Sacramento Telecasting is principally owned by John H. Schacht, half-owner and general manager of KMOD Modesto. The Commission disagreed with the examiner and ruled in favor of Sacramento Telecasting.

This is what the Commission said on the crucial diversification issue:

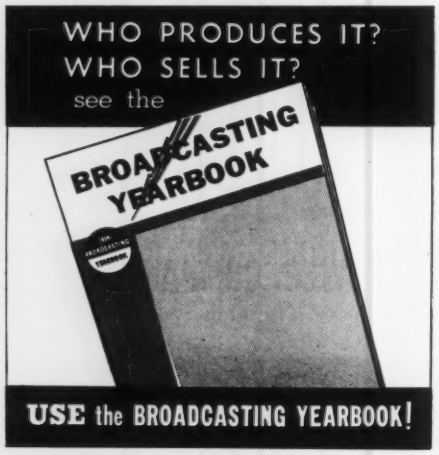
Finally, we come to the contention which we consider to be determinative in this proceeding—diversification of control of the media of mass communication. While recognizing that the Commission has in the past preferred non-newspaper applicants over newspaper applicants and newcomers to the field over existing licensees, it is the examiner's view that where monopoly or the threat of monopoly does not exist, such precedents lose force. Further, the examiner found that the multiplicity of other mass communication media in the area and the presence of one other daily newspaper, four other am stations and two other fm stations in Sacramento, assures that McClatchy's viewing and listening audience would not be solely dependent upon it as a source of public information. From these circumstances, the examiner concluded that McClatchy, licensee of multiple radio facilities and the owner of large newspaper interests, should prevail over an applicant composed, in the majority, of public spirited businessmen, who, entering the broadcast field for the first time, propose an entirely unobjectionable operation. We cannot agree with the examiner's conclusion. The touchstone for our determination in a comparative proceeding must be the statutory standard—public interest, convenience and necessity. Our basic aim is to select the applicant which would better serve the public interest. The Court of Appeals in *Scripps-Howard Radio, Inc.* v. *FCC, supra,* stated "in considering the public interest the Commission is well within the law when, in choosing between two applicants, it attaches significance to the fact that one in contrast with the other, is dissociated from existing media of mass communication in the area affected. *See Stahlman* v. *Commission,* 75 U. S. App. D. C. 176, 126 F. 2d 124 (1942), and *Plains Radio Broadcastng Company* v. *Commission,* 85 U. S. App. D. C. 48, 52, 175 F. 2d 359, 363 (1949). This is not to say a permit should be withheld from an applicant because it is otherwise engaged in the dissemination of news. *Stahlman* v. *Commission, supra.* But where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity." Our decisions have shown that the Commission ordinarily will incline toward an applicant not associated with the local channels of communication of fact and opinion over an applicant having such association. Such affiliation does not, of course, exclude that applicant from comparative consideration. *The Tribune Company, supra.* Although an important factor, it is weighed along with all other considerations to determine which of the competing applicants will better serve the public interest and, as shown by recent decisions, the diversification factor may be counter-balanced by other factors. *Aladdin Radio and Television, Inc.,* 9 RR 1; *The Tribune Company, supra.*

McClatchy Evaluated

In evaluating the factors in this case, we find that McClatchy is the holder of a construction permit for a television station at Fresno, California; operates the only 50 kw am station in Sacramento; publishes one of the two daily newspapers in Sacramento; publishes the only daily newspapers in Fresno and Modesto; runs identical editorials and editorial page cartoons on national and international issues in all its newspapers; and operates radio stations in Fresno, Bakersfield, Stockton and Modesto, California. Certain personnel used by both the radio and newspaper operations will be utilized by the television station. The news gathering facilities of the newspaper organization, as well as carbon copies of all news stories written for the Sacramento paper, would be available to the television station. All of the aforementioned stations and newspapers are located within the Central Valleys of California, an area approximately 400 miles long and 100 miles wide. In addition, it operates a radio station in Reno, Nevada. Combined rates are offered national advertisers using three or more of its am stations. However, joint rates are not contemplated for advertisers using the Fresno and Sacramento television stations. In the other scale of the balance, we find numerous other mass commmunication media in the area to be served, including 51 broadcast stations serving various parts of the area, 28 daily newspapers and 68 weekly newspapers. In Sacramento there are one daily newspaper, four am stations, two fm stations and two uhf television station permittees not associated with McClatchy. The fact that there may be some diversification of ownership in the communities as a result of the existence of a competing newspaper and other individually owned broadcast stations does not mean that the principle of encouraging further diversification is no longer valid, although, of course, the weight to be given to the factor will depend on such considerations.

Telecasters, we find, has no broadcast or newspaper interests. Mr. Schacht, Telecasters' proposed general manager and its only stockholder having an interest in a broadcast station, will dispose of his other broadcast interest.

In sum, the Congress, the courts and this Commission are in agreement that a permit should not be withheld from an applicant be-



cause it is otherwise engaged in the dissemination of news. The diversification factor is simply one more criterion to be considered in the comparative process. *Tampa Times Company*, FCC 54-1132. Our policy favoring diversification is not directed primarily against the monopoly aspects of concentration of station ownership. The important factor of the concentration of control of the media of mass communication within any particular area, including media other than broadcast facilities must also be considered. *WJR, The Goodwill Station.* Further, we reiterate our view expressed in *Bamberger Broadcasting Service, Inc.*, 3 RR 914, 925, "that where there is a choice between two applicants, one of whom has a television station and another which does not, public interest is better served by granting a license to the newcomer other factors being substantially equal rather than to the person already having a television station. Under this policy, it is possible for the maximum number of qualified people to participate in television and not have it restricted to a few large interests." Weighing these considerations in the light of the public interest standard, we conclude that Telecasters warrants a substantial preference in this area of comparison.

In final analysis, there must be appraisal of the relative importance of the several factors around which center our comparison of the applicants. We cannot simply total the factors as to which each is superior and decide according to the numerical result. Such an inflexible procedure would eliminate the exercise of judgment as to where lies the greater public interest. The facts in this case boil down to a comparison of an applicant with an excellent record of past performance with all the attendant advantages that accrue, and on the other hand, an applicant without a record of past performance but affording assurances that its operation will be in the public interest. We conclude that under these circumstances the superiority McClatchy has demonstrated with respect to certain factors does not outweigh the comparative advantages adhering to Telecasters because of its freedom from ties with other radio, newspaper and television interests in Sacramento as well as throughout the Central Valleys. Telecasters will bring a new view and another directly competitive service to the area which will not be just a further extension of an existing service.

Another recent case regarding newspaper ownership involved the Commission grant of Clarksburg, W. Va., ch. 12 to WBLK there, after opposing WPDX withdrew. The Clarksburg Publishing Co. (*Clarksburg Exponent* and *Telegram*) protested to the Commission, claiming among other things that the grant favored concentration of control. This was based on the fact that WBLK is 90% owned by the News Publishing Co., which publishes nine daily newspapers in West Virginia and owns 34% of WTRF-AM-FM-TV Wheeling and 100% of WPAR-AM-FM Parkersburg, W. Va. The newspapers are *Wheeling Intelligencer* and *News-Register, Fairmont Times* and *West Virginian, Parkersburg News* and *Sentinel, Elkins Inter-Mountain, Martinsburg Journal, Point Pleasant Register, Weirton Times, Welch News* and *Williamson News.*

The Commission gave the publishing company the right to be heard, but denied its protest on the ground that no concentration of control was involved since the News Publishing Co. publishes no newspapers in Clarksburg.

Legal Sanction

Now, the FCC has not, by any means, used the diversification yardstick without legal sanction. The most outspoken decision on this subject was in 1951 when the U. S. Court of Appeals in Washington held that the Commission could take into consideration newspaper ownership or lack thereof in a comparative hearing. This was where Scripps-Howard Radio Inc. and Cleveland Broadcasting Co. both sought the same 1300 kc facility. The Commission decided in favor of Cleveland Broadcasting (WERE), and among its findings was one on the diversification issue.

The court said, in denying the Scripps-Howard appeal:

> An element of preference for the Cleveland Company also resided in the circumstance that the grant of the permit to it "would undoubtedly be conducive to a greater diversification of the media of mass communication in the Cleveland area than would a grant of the application of Scripps-Howard Radio, Inc." This conclusion followed recital of the fact that, although there are now located in Cleveland five am broadcast stations as well as two daily newspapers and a large number of other publications with which appellant has no connection, appellant is owned and controlled by the same interests which control a third newspaper, the *Cleveland Press*, with which the Cleveland Company would necessarily compete in the collection of news. In Associated Press v. United States, 326 U. S. 1, 20 (1945), the Supreme Court, in answering the contention that the application of the Sherman Act to the Associated Press might interfere with the freedom of the press protected by the First Amendment, said that the Amendment rests on the assumption that "the widest possible dissemination of information from diverse and antagonistic sources" is essential to the public welfare. While uttered in a different context, this thought is the key to the present question. Inherent in the thought is the realization that news communicated to the public is subject to selection and, through selection, to editing, and that in addition there may be diversity in method, manner and emphasis of presentation. Such variations may arise from numerous causes. In considering the public interest the Commission is well within the law when, in choosing between two applications, it attaches significance to the fact that one, in contrast with the other, is dissociated from existing media of mass communication in the area affected. See Stahlman v. Commission, 75 U. S. App. D. C. 176, 126 F. (2d) 124 (1942), and Plains Radio Broadcasting Co. v. Commission, 85 U. S. App. D. C. 48, 52, 175 F. (2d) 359, 363 (1949). This is not to say a permit should be withheld from an applicant because it is otherwise engaged in the dissemination of news. Stahlman v. Commission, supra. But where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity.

The Stahlman case referred to in the court's decision involved the power of the FCC to subpoena James G. Stahlman of the *Nashville Banner* in the 1941-44 newspaper investigation. The court held that the Commission's subpoena must be honored because, although the FCC could not discriminate against a newspaper applicant, it could hold the investigation for fact finding purposes.

Sauce for the Goose

In the Plains case, the Commission grant of a radio station to Lubbock Broadcasting Co. (KSEL) was appealed by Plains Radio Broadcasting Co. (KFYO). The court held that whereas the Commission had found that Plains was affiliated with newspaper ownership, it had made no finding regarding Lubbock Broadcasting's newspaper and multiple station ownings. This the court said was discriminatory. If such a finding was made on one applicant, it said, it also must be made on the other applicant.

In the question of other broadcast interests, the pattern has not been set solidly in tv as yet. In the Denver ch. 7 case, KLZ was given the grant over newcomer Denver Television Co. In the Flint, Mich., ch. 12 decision, the multiple owner (Harry M. Bitner interests) lost out to WJR Detroit. And, in the Portland, Ore., ch. 12 case, the multiple owners were found substandard on the diversification issue. These were KPOJ-*Oregon Journal*-Wesley I. Dumm, and Northwest Television and Broadcasting Co. (John D. Keating).

This propensity of the Commission to use the diversification issue as a strike against a newspaper owner—more times than not—has not escaped the attentive eye of Congress. In the original McFarland Bill, a prohibition against discrimination was included.

This provision, however, was deleted in conference as unnecessary since the Commission had no regulation barring newspapers from broadcast station ownership.

The conference's statement on this issue read as follows:

> It is the view of the conference committee that under the present law the Commission is not authorized to make or promulgate any rule or regulation the effect of which would be to discriminate against any person because such person has an interest in, or association with, a newspaper or other medium for gathering and disseminating information. Also the Commission could not arbitrarily deny any application solely because of any such interest or association.

Back in 1944, when the Fly-led FCC crusade against newspaper ownership was in full swing, a bill had been introduced to forbid the Commission from taking any action which would dis-

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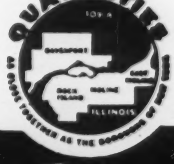

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Mortgage Guaranty Building, Atlanta, Georgia.

criminate against newspapers. But this languished until the genesis of the McFarland bill in 1949.

No review of the Commission's diversification principle would be complete without a word about the position of hearing examiners and of the Broadcast Bureau on this subject.

Those junior judges who are examiners, whose function it is to sit and hear comparative cases and then hand up recommendations to the Commission, have had some sour experiences in trying to keep up with the Commission's decisions in this field. Like any subordinates, examiners scan carefully each decision of the FCC in order to get a line on the Commission's thinking. It is not surprising, then, that their plight has not been a happy one when they find that in one case the Commission will hold that newspaper ownership, or multiple station ownership, is "determinative," while in another case the Commission will hold that this criterion should only be used "comparatively."

Considered by many to be the *reductio ad absurdum* of the Commission's diversification policy, and a prime example of how examiners must torture their decisions in order to hew to the FCC line is the Evansville ch. 7 case.

In this, one of the few decisions that sparkle with wit and unusual frankness, the examiner found that he liked WEOA Evansville and WGBF Evansville better than non-broadcaster Evansville Television Inc., but that, under the Commission's diversification principle, he was forced to find in favor of the non-broadcaster. WEOA is part of the Bitner interests (WFBM Indianapolis, WOOD Grand Rapids and WFDF Flint, Mich.).

The Broadcast Bureau, it must be said, has held to a clear and consistent line in its filings on this subject. It has maintained that the diversification issue is paramount, unless superiority in other criteria is so overwhelming as to overcome this disability.

There has been an angry reaction to this attitude, but it has not caused the Bureau to swerve from its path. It maintains that its purpose in continuously bringing up the question of diversification is only to ensure that the Commission's decisions take note of this fact and resolve it.

It is obvious that the Commission has hewed to no consistent bias against newspapers; it has not automatically turned down a newspaper applicant for tv. It is also apparent, however, that a newspaper applicant has to be prepared to prove that it is not only better, but superior to its opponent. This has given rise to a cynical attitude among some observers of FCC activity that the diversification issue will not be shed lightly while it can be used to reward friends, or, more effectively, to deny enemies.

PROGRAMS & PROMOTION

SNOWY BLEACH PROMOTION

SINGER Jo Stafford is to be the center of a promotional campaign beginning Nov. 9 over 85 CBS-TV stations for Gold Seal's "Snowy" bleach. Miss Stafford has made special recordings of "St. Louis Blues" and "I Only Have Eyes for You" which will not be sold in record shops, but which will be available for 25 cents plus a Snowy bleach boxtop. The record and the bleach tie-in will be promoted for a month on Miss Stafford's nationally televised show originating in Hollywood. Special Snowy packages displaying the record offer on three panels also have been designed to augment the campaign.

KSOO RIOT COVERAGE

KSOO Sioux Falls, S. D., provided quick coverage of a recent riot which broke out at the South Dakota State Penitentiary. Fifteen minutes after the outbreak, KSOO's mobile transmitter was feeding bulletins from the scene. Regular programs were interrupted during a 20-hour period to bring listeners the news as it occurred. In addition, Ray Loftesness, KSOO program director, was given permission to tape-record interviews with non-rioting prisoners who wished to make their grievances known.

KSD-TV NEWSPAPER ADS

KSD-TV St. Louis has placed 50,000 lines of advertising in the *St. Louis Post-Dispatch* to run in a three and a half month period, promoting all programs carried by the station and the NBC spectaculars in particular. Ads range in size from 100 lines to a series of seven full page ads, three of them in color. Although KSD-TV and the newspaper are owned by the Pulitzer Publishing Co., the station is paying the regular advertising rate.

PRESS TRUCKS PLUG WDTV (TV)

WDTV (TV) Pittsburgh recently made use of some previously unavailable advertising space to call attention to its *News at Noon* programs. The space—the sides of *Pittsburgh Press* delivery trucks—never had been used before for anything else but *Press* promotion.

SHEEN PROGRAM RETURNS NOV. 2

DUMONT TV Network will resume Bishop Fulton J. Sheen's *Life Is Worth Living* Nov. 2 on a predominantly live hookup of over 110 stations, it was announced last Tuesday by Admiral Corp., sponsor of the 26-week series for the third consecutive season. The contract represents an expenditure of between $1.25 million and $1.5 million for time and facilities. Edmond I. Eger, Admiral vice president for advertising, said teletranscriptions will be used on the West Coast and in certain non-network cities. Because of the three-hour time difference, live coverage would be "impractical" for the West Coast, it was explained.

HALL SHIFTS AT WITH

SHIFT in programming spot has been completed at WITH Baltimore for Russ Hall, personality of that station. Mr. Hall, who since 1935 has been in radio, tv and screen work, has been director of the station's *All Nite Show*. His new program, *Musical Show Case*, is heard from 6:05-9 p.m. and is the only feature length show on the air in Baltimore during those hours, WITH reports. Succeeding Mr. Hall on the *All Nite Show* is Dick Coleman, disc m.c. who formerly had the same spot and who has been on a leave of absence to complete his college studies.

RELIGIOUS PROMOTION

EXTENSIVE radio and television promotion is planned by the Advertising Council for its sixth annual campaign, slated this month, to increase attendance in the nation's churches and synagogues. Specially prepared kits are being sent by the Council to 385 tv stations, the four tv networks and 285 local radio stations, with some 200 network commercial radio shows set to promote the "Religion in American Life" drive.

WJOB FLOOD COVERAGE

WJOB-AM-FM Hammond, Ind., stayed on the air continuously from 7 a.m. Sunday until 12:01 a.m. Tuesday during the recent midwestern floods to bring up-to-the-minute information to the stricken populace. Realigning its programming, the station instituted "Weather Watch," utilizing its entire staff to cover the floods. Live pickups and tape-recordings were originated from 50 locations including a direct broadcast from an airplane surveying the scene. Numerous studio interviews with victims also were aired.

'ELLERY QUEEN' PROMOTION

TELEVISION PROGRAMS of America, N. Y., is promoting its *Ellery Queen* film series by means of Ellery Queen paper-bound fiction books. Sealy Mattress Co., which sponsors the show in Baltimore and Washington, and the Lee Optical Co., advertiser in Dallas, have purchased 11,000 copies of the books for distribution to customers using Sealy's 200 retail outlets and Lee's three stores. Customers may select one of 20 different "Queen" books, which contain a letter inviting the recipient to view the series and giving appropriate information as to time, day and station.

NBC-TV SLATES BASKETBALL

NBC-TV is presenting an 18-game series of professional matches of the National Basketball Assn., starting last Saturday, it has been announced by Thomas S. Gallery, sports director of NBC, and Maurice Podoloff, president of NBA. The telecasts will be carried weekly through Nov. 27, immediately following NBC-TV's coverage of Canadian professional football games.

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Station Authorizations, Applications

(As Compiled by B • T)

October 21 through October 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,610	130	160	76
Fm	559	538	36	5	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	260	315	575[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	289	117	406
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	934	337	724	528	1,253[2]
Educational	55		28	27	55[3]
Total	989	337	752	555	1,306[4]

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 608 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Washington, N. C.—North Carolina Tv Inc. granted vhf ch. 7 (174-180 mc); ERP 251 kw visual, 138 kw aural; antenna height above average terrain 480 ft., above ground 519 ft. Estimated construction cost $345,362, first year operating cost $150,000, revenue $200,000. Post office address % W. R. Roberson Jr., Bank of Washington Bldg., Washington, N. C. Studio and transmitter location: Hwy. 118, 2.1 miles E. of center of Grigg Griffton, N. C. Geographic coordinates 35° 22′ 17″ N. Lat., 77° 23′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer, George C. Davis, Washington. Principals include President-Treasurer **W. R. Roberson Jr.** (3.58%), president-treasurer-27% stockholder WRRF Washington, N. C.; Vice President **H. W. Anderson** (16.67%), president-60% stockholder WVOT Wilson, N. C.; Secretary **William S. Page** (16.67%), 80% stockholder WELS Kinston, N. C.; **R. M. Fountain** (16.67%), 36.6% stockholder WCPS-AM-FM Tarboro, N. C.; **Harmon L. Duncan** (8.34%), licensee WHIT New Bern, N. C., 10% stockholder WTVD (TV) Durham, N. C.; **Floyd Fletcher** (8.34%), 25% stockholder WTVD (TV); **W. R. Roberson Sr.** (3.58%), 25% stockholder WRRF; **J. P. Roberson** (3.5%), vice president-24% stockholder WRRF, and **Kenneth C. Royal** (7.6%), ex-Secretary of the Army. Granted Oct. 27.

Washington, D. C.—Metropolitan Television Corp. granted uhf ch. 20 (506-512 mc); ERP 188 kw visual, 97.2 kw aural; antenna height above average terrain 520 ft., above ground 400 ft. Estimated construction cost $370,413, first year operating cost $250,000, revenue not estimated. Post office address 1125 Vermont Ave. N.W., Washington. Studio location 1121-25 Vermont Ave. N.W. Transmitter location E. Broad St. and Wilson Blvd., Falls Church, Va. Geographic coordinates 38° 52′ 27″ N. Lat., 77° 09′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **M. Robert Rogers**, Chairman of the Board **Morris Rodman**, Vice President **Irwin Geiger**, Treasurer **Pierson Underwood**, Secretary **William P. Bernton** and **Laurence M. C. Smith**. The Good Music Station Inc., licensee of WGMS-AM-FM Washington, holds 100% of voting stock. Granted Oct. 21.

APPLICATIONS

Fairbanks, Alaska—Northern Tv Inc. (KTVA [TV] Anchorage), vhf ch. 11 (198-204 mc); ERP 2.76 kw visual, 1.38 kw aural; antenna height above average terrain minus 51.4 ft., above ground 165 ft. Estimated construction cost $133,824, first year operating cost $135,000, revenue $140,000. Post Office address Mt. McKinley Bldg., 4th & Denali St., Anchorage. Studio and transmitter location 3rd & Lacey Sts., Fairbanks. Geographic coordinates 64° 50′ 35.7″ N. Lat., 147° 42′ 47.6″ W. Long. Transmitter RCA, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include Pres. **A. C. Thiebert** (27.6%); Vice Pres. **Jack M. Walden** (6.7%); Sec. **James E. Weir** (3.0%), and Treas. **Robert H. Romig** (4.1%). Filed Oct. 20.

Mayaguez, Puerto Rico—Supreme Bcstg. Co. (WJMR-AM-TV, WRCM-FM New Orleans), vhf ch. 3 (60-66 mc); ERP 15.03 kw visual, 8.56 kw aural; antenna height above average terrain 505 ft., above ground 161 ft. Estimated construction cost $20,000, first year operating cost $120,000, revenue $142,000. Post office address 1500 Canal St., New Orleans. Studio location Darlington Apts., Mendez Vigo St., Mayaguez. Transmitter location 2 miles S.E. on Sanatoria Rd. to Hosp. de TB. Geographic coordinates 18° 11′ 28″ N. Lat., 67° 07′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer George A. Mayoral, New Orleans. Principals include Pres. **Chester F. Owens** (96%); Vice Pres. **Flora Shields Owens** (2%), and Sec.-Treas. **Robert E. Jeffers** (2%). Filed Oct. 21.

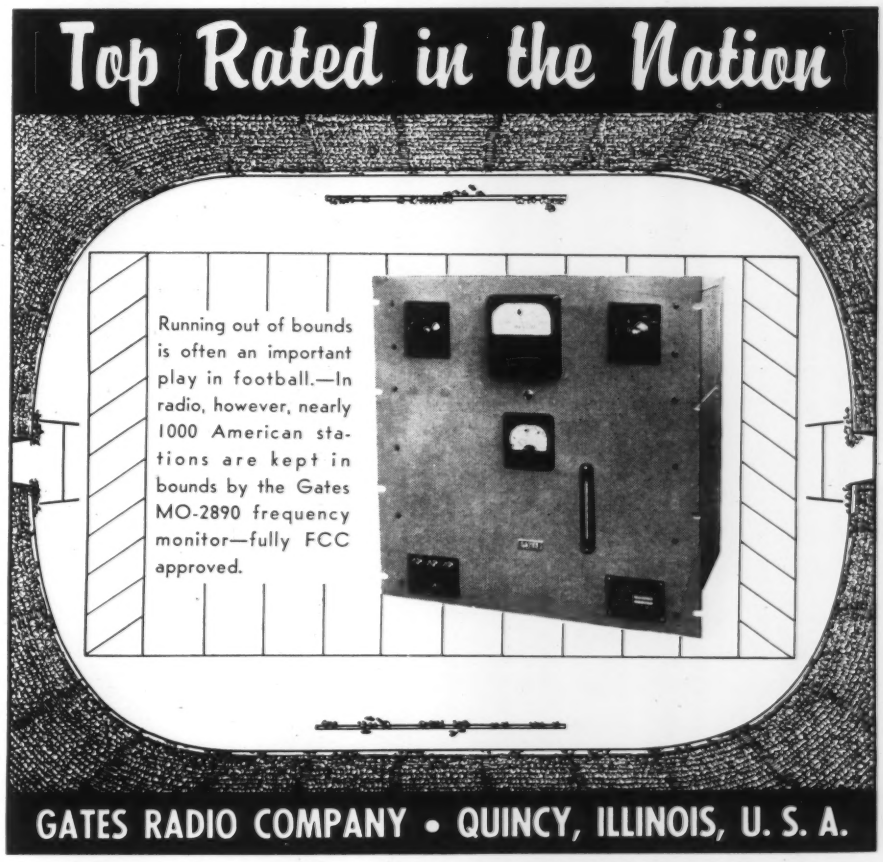
APPLICATION DISMISSED

Hollywood, Calif.—KFWB Inc. FCC dismissed bid for new tv station on ch. 34 at request of attorney. Dismissed Oct. 26.

Existing Tv Stations . . .

ACTIONS BY FCC

WXEL (TV) Cleveland, Ohio—Empire Coil Co. granted mod. of CP for ch. 8 to change ERP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Running out of bounds is often an important play in football.—In radio, however, nearly 1000 American stations are kept in bounds by the Gates MO-2890 frequency monitor—fully FCC approved.
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to 316 kw visual and 191 kw aural. Granted Oct. 21; announced Oct. 26.

KOIN-TV Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. granted mod. of CP for ch. 6 to change description of transmitter location to 5516 S.W. Barnes Rd., Portland, and to change studio location to 140 S.W. Columbia, Portland. Granted Oct. 21; announced Oct. 26.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. granted mod. of CP for ch. 7 to change ERP to 83.2 kw visual, 41.7 kw aural; antenna height above average terrain 626 ft. Granted Oct. 21; announced Oct. 26.

KOKE-TV El Paso, Tex.—Trinity Bcstg. Co. granted mod. of CP for ch. 13 to change ERP to 28.2 kw visual, 17.0 kw aural; antenna height above average terrain 120 ft. Granted Oct. 18; announced Oct. 26.

APPLICATIONS

WSM-TV Nashville, Tenn.—WSM Inc. seeks mod. of CP for ch. 4 to change aural ERP to 50 kw; transmitter location to Eaton Creek Rd., Joelton, Tenn.; antenna height above average terrain 1,542 ft. Filed Oct. 20.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. seeks mod. of CP for ch. 24 to change ERP to 14.1 kw visual and 7.63 kw aural. Filed Oct. 26.

KREM-TV Spokane, Wash.—Louis Wasmer seeks mod. of CP for ch. 2 to change aural ERP to 60.3 kw; change description of studio and transmitter location to 4103 S. Regal St., Spokane; antenna height above average terrain 837 ft. Filed Oct. 21.

New Am Stations . . .

ACTION BY FCC

Beaufort, N. C.—Richard Ray Cummins granted 1400 kc, 250 w unlimited. Post office address General Delivery, Beaufort, N. C. Estimated construction cost $23,643, first year operating cost $50,000, revenue $62,500. Principals include Pres. **Anna C. Petteys**; Vice Pres. **Russell M. Stewart,** ⅓ owner KNEB Scottsbluff, Ark.; Sec. **Robert Petteys**; Treas. **Byron R. Joachim,** ⅓ owner KNEB; **John R. Jirdon,** ⅓ owner KNEB, and **A. Petteys.** Each will own ⅙ interest. Mrs. Anna Petteys and her son Robert are associated with the Advocate Pub. Co. & Farm Journal Pub. Co., Sterling. Filed Oct. 21.

Ft. Knox, Ky.—B. E. Cowan & Gerald W. Howard d/b as Ft. Knox Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % B. E. Cowan, P. O. Box 328, Elizabethtown, Ky. Estimated construction cost $31,155, first year operating cost $60,000, revenue $72,000. Principals in equal partnership include **Byron Earl Cowan** and **Gerald W. Howard,** jobbers of industrial equipment. Filed Oct. 25.

Harrodsburg, Ky.—Pioneer Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % C. H. Hulse, Box 647, Lebanon, Ky. Estimated construction cost $17,735, first year operating cost $31,500, revenue $40,000. Principals include Pres.-Sec. **Clarence H. Hulse** (40%); Vice Pres. **Charles R. Shuffett** (30%), and Treas. **Frances Hulse** (30%). Messrs. Hulse and Shuffett are owners of WLBN Lebanon, Ky. Filed Oct. 18.

Monticello, Ky.—James Shacklette & Clifford Spurlock d/b as The Wolf Creek Bcstg. Co., 1570 kc, 250 w daytime. Post office address % Clifford Spurlock, WTCO Campbellsville, Ky. Estimated construction cost $11,000, first year operating cost $40,000, revenue $47,500. Principals in partnership include **Clifford Spurlock** (49%), and **James Shacklette** (51%). Applicants are minority stockholders of WTCO Campbellsville. Filed Oct. 19.

Mayodan, N. C.—G. E. McDaniel, 1420 kc, 500 w daytime. Post office address Mayodan, N. C. Estimated construction cost $19,995, first year operating cost $25,500, revenue $42,000. Mr. McDaniel is stockholder of WFMB (FM) and deals in real estate and furniture. Filed Oct. 19.

Statesville, N. C.—Walter A. Duke d/b as Iredell Bcstg. Co., 550 kc, 500 w daytime. Post office address Box 464, Springfield, Tenn. Estimated construction cost $13,400, first year operating cost $36,000, revenue $50,000. Mr. Duke is ⅓ owner of WDBL Springfield, Tenn. Filed Oct. 25.

Greenville, Ohio—The Greenville Bcstg. Corp., 1550 kc, 1 kw daytime, directional. Post office address % Donald F. Roney, 505 Fountain Square Bldg., Cincinnati. Estimated construction cost $17,958, first year operating cost $36,000, revenue $60,000. Principals include Pres. **John D. Kennedy** (30%), announcer WLWD (TV) Dayton; Vice Pres. **E. J. Seiler** (8%), operator of tree nursery; Sec. **Donald F. Roney** (30%), attorney, and Treas. **Wallace H. Booker** (2%). Filed Oct. 22.

Cameron, Tex.—E. Glenn Abercrombie, 1330 kc, 500 w daytime. Post office address 404 W. Main St., Albertville, Ala. Estimated construction cost $14,930, first year operating cost $26,000, revenue $36,000. Mr. Abercrombie is manager-48.6% stockholder WCRL Oneonta, Ala. Filed Oct. 19.

APPLICATIONS AMENDED

Quitman, Ga.—Emerson W. Browne & John Franklin Proctor d/b as Brooke County Bcstg. Co. amend bid for new am station on 1490 kc 250 w daytime to change name to Emerson W. Browne tr/as Quitman Bcstg. Co. Filed Oct. 21.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & S. M. Arnold d/b as Trenton Bcstg. Co. amend bid for new am station on 1490 kc 100 w unlimited to specify 1600 kc 500 w daytime. Filed Oct. 22.

Dover, N. H.—Granite State Bcstg. Co. amends bid for new am station on 1270 kc 1 kw daytime to specify 5 kw unlimited, directional day and night. Filed Oct. 21.

Memphis, Tenn.—Sam C. Phillips, Clarence A. Camp & James E. Connally d/b as Tri-State Bcstg. Service amend bid for new am station on 730 kc 250 w daytime to specify 1430 kc 1 kw, directional. Filed Oct. 22.

Post, Tex.—Wallace Simpson amends bid for new am station on 1220 kc 250 w daytime to specify 1370 kc 500 w. Filed Oct. 22.

Altavista, Va.—Harry A. Epperson Jr. amends bid for new am station on 1050 kc 1 kw daytime to specify 250 w. Filed Oct. 22.

Thermopolis, Wyo.—Thermopolis Bcstg. Co. amends bid for new am station 1240 kc 250 w unlimited to specify 1050 kc daytime. Filed Oct. 21.

APPLICATIONS DISMISSED

Gulfport, Miss.—Denver T. Brannen. FCC dismissed bid for new am station on 1390 kc 1 kw daytime at request of attorney. Dismissed Oct. 25.

Rochester, N. Y.—Liberty Bcstg. Corp. FCC dismissed bid for new am station on 640 kc 5 kw, limited operation, directional at request of applicant. Dismissed Oct. 25.

Existing Am Stations . . .

APPLICATIONS

KOSI Aurora, Colo.—David M. Segal tr/as Mid-America Bcstg. Co. seeks mod. of CP to change from 1 kw to 5 kw on 1430 kc. Filed Oct. 20.

WALM Albion, Mich.—Calhoun Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1260 kc daytime. Filed Oct. 25.

STATION DELETED

WPJB Providence, R. I.—Providence Journal Co. granted request to cancel license and delete call letters for am station on 1420 kc. Deleted Oct. 20; announced Oct. 26.

Existing Fm Stations . . .

STATIONS DELETED

WGUY-FM Bangor, Me.—Murray Carpenter granted request to cancel license and delete fm station on ch. 226. Deleted Oct. 22.

WIBX-FM Utica, N. Y.—WIBX Inc. granted request to cancel license and delete fm station on ch. 245. Deleted Oct. 19; announced Oct. 26.

Ownership Changes . . .

ACTIONS BY FCC

KCLF Clifton, Ariz.—Dwight Harkins Amusement Enterprises Inc., d/b as The Saguaro Bcstg. Co. granted voluntary assignment of license to Gila Bcstg. Co. for $15,000. Principals include Pres. **D. F. Long** (5%); Vice Pres. **Grant Greenhalgh** (10%); Sec.-Treas. **Earl Hunt** (15%), and **Paul Merril** (15%). Gila Bcstg. owns KGLU Safford, KWJB Globe, KCKY Coolidge, and KVNC Winslow, all Arizona. Granted Oct. 27.

WPRY Perry, Fla.—E. P. Martin, A. B. Martin, Elmo B. Kitt, John A. Branch & John D. Gof d/b as Pasco Bcstg. Co. granted voluntary assignment to identical partnership d/b as Taylo County Bcstg. Co. Principals also own WDC Dade City, Fla. Granted Oct. 18; announce Oct. 26.

WGAU-AM-FM Athens Ga.—J. K. Patrick Earl B. Braswell, Tate Wright and C. A. Rowlan d/b as J. K. Patrick & Co. granted assignment o license to J. K. Patrick Bcstg. Co., new corpora tion in which partners retain same ownership Granted Oct. 18; announced Oct. 26.

WEBQ-AM-FM Harrisburg, Ill.—Harrisburg Bcstg. Co. granted voluntary assignment to parent company First Trust Assn. Granted Oct. 18; announced Oct. 26.

KDBS Alexandria, La.—Dixie Bcstg. Service granted voluntary assignment of license to John Anthony Lazorne & Irving Ward-Steinman d/b as Dixie Bcstg. Service for $25,000. Principals include **John A. Lazorne** (50%), real estate and cafe owner, and **Irving Ward-Steinman** (50%), attorney. Granted Oct. 27.

KSYL Alexandria, La.—KSYL Inc. granted voluntary transfer of control to Milton Fox through purchase of 50% interest from Mr. and Mrs. Wheelahan for $25,000. Mr. Fox will now be sole owner. Granted Oct. 21; announced Oct. 26.

WMAX Grand Rapids, Mich.—WMAX Bcstg. Co. granted assignment of CP to WMAX Inc. No consideration involved as equal partners Joseph C. Hooker & Charles A. Sprague retain identical interests. Granted Oct. 21; announced Oct. 26.

KWK-AM-TV St. Louis, Mo.—KWK Inc. granted voluntary transfer of control to Robert T. Convey, voting trustee; Globe-Democrat Pub. Co. KXOK Inc. and KSTP Inc. Transfer is to effectuate merger agreement for the ch. 4 facility and will realign ownership as follows: Robert T. Convey and associates (28%); *Globe-Democrat* (23%); KSTP-AM-TV Minneapolis-St. Paul (23%); KXOK Inc. (23%) and St. Louis residents of Missouri Valley Tv Co. (3%). Transfer also includes am station at Haines City, Fla. Granted Oct. 27.

KXOK St. Louis, Mo.—KXOK Inc. granted voluntary assignment of license to KXOK Bcstg. Inc. for $300,000. Principals include **Elzey M. Roberts Jr.** (75%) and **Chester L. Thomas** (25%), general manager of KXOK. Sale was necessitated by FCC condition to grant of KWK-TV. Granted Oct. 27.

KATZ St. Louis, Mo.—Sam Johns tr/as St. Louis Bcstg. Co. granted voluntary assignment of CP for new am on 1600 kc 1 kw daytime to Cora Lee Garrett (51%) & Bernice Schwartz (49%) d/b as St. Louis Bcstg. Co. for $1,170 for expenses incurred in acquiring the permit. Granted Oct. 27.

KLPW Union, Mo.—Leslie P. Ware tr/as Franklin County Bcstg. Co. granted voluntary assignment of license to wholly owned company Franklin County Bcstg. Co. Granted Oct. 21; announced Oct. 26.

KGFW Kearney, Neb.—Central Neb. Bcstg. Corp. granted voluntary assignment to partnership d/b as Central Neb. Bcstg. Co. for $96,509. Principals in partnership include **George Peter-**

ALLEN KANDER

Negotiator

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son (20%), real estate and restaurateur; **George Kotsiopulos** (20%), dry cleaning; **Peter J. Paul** (20%), restaurateur; **A. C. Mitchell** (10%), real estate; **George Mitchell** (10%), government employe, and **John C. Mitchell** (10%), attorney. Granted Oct. 27.

WOSC Fulton, N. Y.—Cassill Radio Corp. granted voluntary transfer of control to Richard C. Mitchell through sale of 76.9% stock for $1,700. Mr. Mitchell is an attorney and dairy farm owner. Granted Oct. 27.

WHLD-AM-FM Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co. granted voluntary assignment of license to Earl C. Hull for $5,000. Mr. Hull is vice president of *Niagara Falls Gazette*, in charge of radio. Granted Oct. 27.

WXEL (TV) Cleveland, Ohio; KPTV (TV) Portland, Ore.—Empire Coil Co. granted transfer of control to Storer Bcstg. Co. for $8.5 million. Storer Bcstg. owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WRBC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, W. Va., and WGA-AM-FM-TV Atlanta, Ga. Storer has purchased WJW Cleveland subject to FCC approval. Granted Oct. 27.

WOIC Columbia, S. C.—Frank A. Michalak granted assignment of license to Michalak Bcstg. Co., new firm in which he is 99% owner. No consideration. Granted Oct. 20; announced Oct. 26.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted involuntary transfer of control to Hal Peterson, W. C. Fawcett, Charles H. Johnston, as a family group. Granted Oct. 18; announced Oct. 26.

KGBS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. granted voluntary transfer of control to Express Publishing Co. through sale of all stock for $3.5 million. Express Pub. Co. publishes the *San Antonio Express*, and is owner of KTSA-AM-FM there. KTSA is being sold contingent on grant of this transfer. Principals include President **Frank G. Huntress Jr.** (18.1%); Vice President **Mrs. Carrie S. Frost** (11.4%); **Mrs. Millard Wood Hazzard** (14%); **Mrs. Jane G. Dabney** (11.4%), and **George W. Brackenridge Estate** (33.3%). Granted Oct. 27.

KTSA-AM-FM San Antonio, Tex.—Sunshine Bcstg. Co. granted transfer of control to O. R. Mitchell Motors for $175,000. Mitchell Motors has Dodge-Plymouth dealership in Southwest. Principals include President **O. R. Mitchell** (88.7%); Vice President **I. R. Moore** (10.7%); Secretary-Treasurer **L. Rynning** (0.3%), and **Patricia Jean Mitchell** (0.3%). Granted Oct. 27.

WBPA Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. granted assignment of permit to Virginia Beach Bcstg. Corp., new firm of same ownership. Granted Oct. 20; announced Oct. 26.

APPLICATIONS

WGAD Gadsden, Ala.—Coosa Bcstg. Co. seeks voluntary transfer of control to Radio Muscle Shoals Inc., licensee of WOWL Florence, Ala., through sale of all stock for $5,000 and assumption of mortgage for $27,500. Principals include **WOWL** (50%); Pres. **James L. Garrett** (25%), assistant manager WOWL, and **Richard B. Biddle** (25%), president-52½% owner WOWL. Filed Oct. 18.

WMGA Moultrie, Ga.—John F. Pidcock seeks voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 35% interest to Mr. Zess, WMGA station manager, for $28,000. Filed Oct. 21.

KCHE Cherokee, Iowa—Cherokee Bcstg. Co. seeks voluntary assignment of license from partnership to corporation under the same name. No consideration involved as partners Marguerite Louis Shimp, Charles Reznikov & Russell A. Hickman retain identical interests. Filed Oct. 25.

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WIHL Hammond, La.—Nicholas and Anthony V. Cefalua d/b as Cefalua Radio Station seek voluntary assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs. for $40,000. Principals include **C. Reddoch** (⅔), one-half owner **KDLA DeRidder** and **KREH Oakdale**, both in La., and **Ralph L. Hooks** (⅓). Messrs. Reddoch and Hooks each own ⅓ interest in KDBS Mansfield, La. Filed Oct. 19.

WPGC Morningside, Md.—Harry Hayman seeks voluntary assignment of license and CP to WPGC Inc. through sale of ½ interest to Maxwell Richmond for $10,000. Mr. Richmond is partner in Philadelphia advertising agency. Filed Oct. 18.

WTPA-TV Harrisburg, Pa.—Harrisburg Bcstrs. Inc. seeks transfer of control from Donald E. Newhouse to the *Patriot-News* for $250,000. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance*. All three newspapers are owned by Samuel I. Newhouse. Filed Oct. 21.

Hearing Cases . . .

INITIAL DECISIONS

WBBM-TV Chicago, Ill.—FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Columbia Bcstg. System Inc. for renewal of license of station WBBM-TV Chicago, Ill., on ch. 4; modified the license to specify ch. 2 in lieu of ch. 4, and granted authority for regular operation on ch. 2 with 100 kw visual power and 50 kw aural power. Action Oct. 25.

Bluefield, W. Va.—New tv, ch. 6. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Daily Telegraph Printing Co. for a CP for new tv station on ch. 6 in Bluefield, W. Va. Action Oct. 21.

OTHER ACTIONS

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Memorandum Opinion and Order dismissed the petition of Greater Erie Bcstg. Co., Buffalo, N. Y., filed Aug. 12, requesting deletion of an issue as to petitioner's financial qualifications in the proceeding re applications for ch. 7 in Buffalo. Action Oct. 21.

Offset Carrier Designations—The Commission finalized proposed rule making of Sept. 2 and changed the offset carrier designations for tv ch. 11 in Fargo, N. D., from 11 even to 11 plus, and in International Falls, Minn., from 11 plus to 11 even, effective Dec. 1. Action Oct. 20.

Raleigh-Durham, N. C.—By Memorandum Opinion and Order, the Commission denied a petition filed July 1 by Sir Walter Television Co. requesting the elimination of "commercial intermixture" in the Raleigh-Durham, N. C., area by shifting the educational reservation in Durham from uhf ch. 40 to vhf ch. 11, and in Raleigh from uhf ch. 22 to vhf ch. 5. Action Oct. 20.

WKBI St. Marys, Pa.—FCC dismissed the proceeding in the matter of Cease and Desist Order to be directed against Elk-Cameron Bcstg. Co., licensee of am station WKBI St. Marys, Pa., and granted renewal of license of station WKBI for the regular period. Action Oct. 21.

Tv Allocations—By Notice of Proposed Rule Making and Order to Show Cause, the Commission invites comments before Nov. 1 to the following proposal for changes in tv channel assignments in order to permit greater latitude in the selection of sites for greater coverage in the Fort Lauderdale, Fla., area: proposal by the Commission to substitute ch. 39 for ch. 27 in Miami, and ch. 27 for ch. 25 in Belle Glade; with order to WMIE-TV to show cause why it should not shift to ch. 39.

At the same time, the Commission granted WFTL-TV an STA to operate from a new transmitter location, ERP 195 kw, antenna 856 feet, until April 21, 1955, subject to any action the Commission may take with respect to the above rule making and show cause proceeding, and subject to being modified or cancelled without prior notice or hearing. Commissioner Bartley dissented to this STA grant. Action Oct. 21.

Tv Assignments—By Report and Order, the Commission finalized rule making in Docket 11190, effective immediately, and amended its tv table of assignments by substituting ch. 19 for ch. 74 at North Adams, Mass., and modified the outstanding authorization of Greylock Bcstg. Co., permittee of tv station WMGT North Adams, accordingly. Also involved is the substitution of ch. 54 for ch. 19 (recently surrendered) at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 plus at Portsmouth, N. H., and ch. 74 plus for ch. 33 at Bennington, Vt. Action Oct. 20.

WCLE Cleveland, Tenn.—By Memorandum Opinion and Order, the Commission modified CP granted Aug. 18 to WCLE for new am station at Cleveland, Tenn., on 1570 kc, 1 kw, D so as to make it subject to any interference that may be caused as a result of a grant of an application by WAGC Chattanooga, proposing to change frequency from 1450 to 1560 kc and increase power from 250 w to 10 kw; dismissed protest of WAGC to WCLE grant. Action Oct. 20.

Houston-Galveston, Tex.—FCC by Memorandum Opinion and Order, granted in part and denied in part the "Protest and Petition for Other Relief" filed Sept. 29 by KTRK-TV (for-

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV

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KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

merly KTLJ), ch. 13, Houston, Tex., directed against Commission's action of Sept. 1 granting without hearing application of KGUL-TV, ch. 11, Galveston, Tex., for Mod. of CP to change transmitter site and make other changes; designated for hearing on Nov. 15 said application and postponed the effective date thereof pending final determination in this proceeding. Action Oct. 27.

Waco, Tex.—By Memorandum Opinion and Order, the Commission denied a petition filed August 19 by Central Texas Television Co. requesting a limited deintermixture of vhf and uhf assignments by substituting ch. 66 for ch. 10 in Waco, Tex., and to stay the grant of a CP on ch. 10 pending outcome of rule making. Comr. Hennock not voting. Action Oct. 20.

Routine Roundup . . .

October 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc.—Rescinded the timetable in hearing order of June 30, 1954, as subsequently revised, and scheduled hearing on Oct. 22 on Order to Show Cause and Renewal of License of WBBM-TV (Dockets 10906, 10990).

By Hearing Examiner Hugh B. Hutchison

Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.—Scheduled a pre-hearing conference for Oct. 22 in re CP's for am facilities (Dockets 11101-02).

Arlington, Tex., Mid-Cities Bcstrs.; Grand Prairie, Tex., Jesse Mae Cain; KLIF Dallas, Tex., Trinity Bcstg. Corp.—Scheduled pre-hearing conference for Oct. 22 in re am facilities (Dockets 11024 et al.).

By Hearing Examiner Elizabeth C. Smith

By Memorandum Opinion and Order, granted petition of Alleghany Bcstg. Corp., McKeesport, Pa., for leave to amend its application for tv ch. 4 (Dockets 7287 et al.).

By Hearing Examiner James D. Cunningham

WMAJ State College, Pa., Centre Bcstrs. Inc.—Granted petition for continuance, without date, of hearing scheduled for Nov. 1 in re Cease and Desist Order (Docket 11136).

By Hearing Examiner Basil P. Cooper

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition for continuance of hearing in re Cease and Desist Order (Docket 11137) from Nov. 1 to Jan. 10, 1955.

October 21 Applications

ACCEPTED FOR FILING

License for CP

WNTM Vero Beach, Fla., Central Florida Bcstg. Co.—License to cover CP (BP-8862), as mod. which authorized a new standard broadcast station (BL-5488).

Modification of License

WHDH Boston, Mass., Matheson Radio Co.—Mod. of license to change name of licensee to WHDH Inc. (BML-1604).

Renewal of License

WLOS Asheville, N. C., Skyway Bcstg. Co.—(BR-1623).

WSSB Durham, N. C., Public Information Corp.—(BR-2061).

WCNC Elizabeth City, N. C., Albemarle Bcstg. Co.—(BR-1023).

WFVG Fuquay Springs, N. C., J. M. Stephenson tr/as Radio Station WFVG—(BR-2289).

WNAO Raleigh, N. C., Sir Walter Television Co.—(BR-1961).

WRXO Roxboro, N. C., Roxboro Bcstg. Co.—(BR-2286).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—(BR-2965).

WADE Wadesboro, N. C., Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son—(BR-1595).

WACA Camden, S. C., Camden Bcstg. Corp.—(BR-2576).

WOIC Columbia, S. C., Frank A. Michalak—(BR-2970).

WTYC Rock Hill, S. C., Tri-County Bcstg. Co.—(BR-1996).

Modification of CP

KCOA Corona, Calif., KOWL Bcstg. Co.—Mod. of CP (BPCT-1494) which authorized a new comm. tv broadcast station to extend completion date to 5-16-55 (BMPCT-2561).

October 22 Applications

ACCEPTED FOR FILING

Modification of CP

WMTA Central City, Ky., L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co.—Mod. of CP (BP-8951) which authorized new standard broadcast station for approval of antenna, transmitter location; specify studio location as Empress Bldg., 1st St., Central City, Ky., and change type transmitter (BMP-6670).

Remote Control

WBMD Baltimore, Md., Key Bcstg. Corp.—(BRC-558).

WMCH Church Hill, Tenn., Thales E. Wallace—(BRC-556).

Modification of License

WHDH-FM Boston, Mass., Matheson Radio Co.—Mod. of license to change name to WHDH Inc. (BMLH-78).

Renewal of License

WEWO-FM Laurinburg, N. C., Schotland Bcstg. Co.—(BRH-764).

Modification of CP

WRAK-FM Williamsport, Pa., WRAK, Inc.—Mod. of CP (BPH-1768) as mod. to replace expired permit (BPH-1974).

KREM-FM Spokane, Wash., Louis Wasmer—Mod. of CP (BPH-1824) as mod. to extend completion date (BMPH-4953).

Remote Control

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co.—Transmitter to be operated by remote control from studio, 222 Commerce St., Kingsport (BRCH-114).

October 25 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On petition of Gulf Coast Bcstg. Co., Corpus Christi, Tex., the Commission on Oct. 25 postponed indefinitely the oral argument scheduled for Oct. 26 in re applications for ch. 6 (Dockets 10559-60).

The Commission on Oct. 22 gave notice of an extension of time to Oct. 29 in which to file replies to comments in the matter of Amendment of Sec. 3.606 of the Table of Assignments, Rules Governing Television Broadcast Stations (Docket 11168).

By Commissioner Robert T. Bartley

Wichita, Kan., Wichita Tv Corp.—Granted petition for an extension of time to and including Nov. 18 in which to file reply to exceptions in re applications for ch. 3 (Dockets 10259 et al).

On petitions of the Chief, Broadcast Bureau, granted an extension of time to and including Nov. 1, within which a reply may be filed to "Response to Show Cause Order and Motion for Reconsideration," filed by the following parties: WKRZ Inc., Oil City, Pa. (Docket 11139); Curt Doelicke, Emporium, Pa. (Docket 11135), and WEMR Emporium, Pa. (Docket 11134).

By Hearing Examiner Herbert Sharfman

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc.—Issued a correction to the Order of Oct. 20, to delete the words "with prejudice" in re dismissal of Zenith's application (Docket 8917).

By Hearing Examiner Hugh B. Hutchison

Long Beach, N. Y., Long Beach Independent Taxi Corp.—The Commission on its own motion, continued without date, the hearing scheduled for Oct. 25 in re Order to Show Cause (Docket 11131).

By Hearing Examiner Thomas H. Donahue

By Memorandum Opinion and Order, denied petition of 220 Television Inc., applicant for ch. 11 in St. Louis, Mo., for order directing that certain depositions not be taken, etc. (Dockets 8809 et al).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.—Advanced hearing in re ch. 2 to Oct. 26, and ordered that KFJI is relieved from the obligation of exchanging or filing its exhibits relating to the comparative issues which have been rendered moot (Docket 10980).

October 25 Applications

ACCEPTED FOR FILING

Modification of CP

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Mod. of CP (BP-8664) as modified, which authorized increase in daytime power, install new transmitter and employ a different DA system for daytime operation for extension of completion date (BMP-6674).

Renewal of License

WEWO Laurinburg, N. C., Schotland Bcstg. Co.—(BR-1626).

Modification of CP

WFMF (FM) Chicago, Ill., Functional Music Inc.—Construction permit to make changes in licensed station to change antenna system (BPH-1975).

Renewal of License

WORG-FM Orangeburg, S. C., WTND Inc.—(BRH-717).

Modification of License

WILD Birmingham, Ala., Pilot Bcstg. Corp.—Mod. of license to change name of licensee to The Pilot Corp. (BML-1605).

KREM Spokane, Wash., Louis Wasmer—Mod. of CP (BP-8712) which authorized changes in the antenna system for extension of completion date (BMP-6671).

Remote Control

WMTA Central City, Ky., Central City-Greenville Bcstg. Co.—(Contingent on grant of BMP-6670) (BRC-559).

WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—(BRC-555).

WTRB Ripley, Tenn., West Tennessee Radio Service—(BRC-557).

(Continued on page 101)

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Station manager. For daytime independent radio —under absentee ownership. This is top small market property in midwest and position available requires an experienced radio operator of highest calibre to take full charge and responsibility. Stock available out of station earnings to right man. Send photo, complete resume and references to Box 81F, B•T. Our employees know of this ad.

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Commercial manager and salesmen with experience in negro markets for new station. Outstanding opportunity for the right man. All replies held in strictest confidence. Include all details first letter. Box 188F, B•T.

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Salesman needed, 20 million dollar, small town and country middle eastern market. Good draw against 20 percent commission. Photo, resume, first letter. Box 56F, B•T.

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Experienced salesman wanted for nineteen year old CBS affiliate. If you are making less than $10,000 a year and can qualify, contact WAIM, Anderson, S. C.

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DJ experienced! Excellent position for DJ who enjoys having audience visit him. South's finest drive-in broadcasting studio. 5 hour nightly show. Send data, tape, photograph immediately. Good Pay. WBBQ, Augusta, Georgia.

Announcer with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Announcer—Florida gold coast radio station covering rich combination market. A real profit bonanza awaits a smart capable man with good air experience. Send audition tape and full background details to S. R. Sague, President, Delray Broadcasting Corp., Radio Station WDBF, Delray Beach, Florida.

Immediate opening: Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WMLT, Dublin, Georgia.

Technical

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Expanding Illinois independent needs outstanding girl Friday. Copywriting, shorthand, typing, air work. No bookkeeping. Top salary. Extras. Future. Shoot resume, typing, shorthand speeds to Box 993, B•T.

Program director for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

Texas fulltime station needs man, gather and present local news, also sports announcer and permanent salesman. Box 66F, B•T.

Wanted: Experienced male copywriter to spend 80% time writing commercial copy, 20% servicing and announcing. Leading station in southern California isolated valley. Send copy samples, voice audition, and expected salary. Box 156F, B•T.

Newsman—gather, write, air local news. Top rated independent. Rush tape, photo, background to Johnny Special, KGBC, Galveston, Texas.

Continuity writer needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

Situations Wanted

Managerial

Experienced general manager, fifteen years, all phases radio. Excellent references. Box 913E, B•T.

General manager. Experienced in all phases of radio and television. Strong sales background. Local, regional, national. Age 38. Presently employed in above capacity in major market both tv & radio stations. No floater, seven years with present firm. Desire larger market. Box 47F, B•T.

Sales and audience promotion/director of sales development, marketing and research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaigns. Worked closely with sponsors and agencies in creating merchandising programs in supermarket and drug outlets. Market-research minded; believes in giving salesmen all the facts they need. Knows how to dig out those facts. Well versed in audience research techniques. Can write and place publicity stories. Excellent speaker for station participation in community activities. If you want a practical, shirt-sleeve promotion man who can originate sales ideas and prepare sales packages, let's have a talk. Box 75F, B•T.

Manager-sales manager—over twenty years constructive radio and tv background. Not a has been but a go getter, strong on sales. Relocation desired. Best of references. Box 122F, B•T.

General manager—married, children. Aggressive, can assume full responsibility. Successful experience all phases radio—pulled present operation out of the hole for friend. Desire to relocate permanently, medium market. Presently midwest. Box 139F, B•T.

Let my seven years experience manage your station. First phone. Box 169F, B•T.

Mr. Broadcaster! Looking for a manager to increase profits on a percentage basis? Box 185F, B•T.

Salesman

Salesman, announcer, DJ. 1st phone. 26, married. Hollywood school grad. Radio or tv. Available in 4 weeks. Box 148F, B•T.

Experienced salesman desires job in Kentucky or Carolinas. Can announce. Family man. Write Box 172F, B•T.

Announcers

Hey there . . . looking for a deejay with humor, personality, who likes variety of music and chatter, plays musical instrument? Look no further. Family man wishes to settle down. Third class ticket. Operate board. Box 95F, B•T.

Sportscaster, experienced. Strong on basketball. Draft exempt. Will travel. Box 98F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

Sports director—experienced play-by-play, daily commentary. My sports shows have built large audiences, are real money makers. Salary plus talent. Box 123F, B•T.

Announcer: 2½ years. Strong news. Convincing commercial delivery. Act, character voices. Prefer midwest network station. Box 124F, B•T.

Open for genuine offers—no commercial experience—some college staff. Box 140F, B•T.

Sports announcer. 5 years minor league baseball, college basketball, football. College education. Interested only in top sports station; present station de-emphasizing sports. Family man. Available immediately. Box 141F, B•T.

Announcer — news, sports, DJ, musical background, copy writer. Experienced in control board operation. Third class restricted radio telephone license. Box 142F, B•T.

Let's share the profits of big sports season. Sportscaster with 5 years experience desires opportunity with year-round sports station. Play-by-play football, basketball, hockey, boxing and baseball. Good enthusiastic voice that'll sell product, sport and self. College graduate. Presently employed sports-sales. Air-checks available. Make offer. Box 143F, B•T.

Morning man—If you're looking for a wake-up show that's easy to sell, here's your man. Currently top gross and top rating in competitive market. Family man looking for bigger opportunity with progressive station. Resume and tape on request. Box 147F, B•T.

Announcer. Smooth, relaxed personality deejay and news. Four years experience. College graduate, 26, veteran, married. Wants large market. Northeast location. Box 155F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Sports director—capable of heading up your sports programming. Family man. 8 years high school, college, football, basketball, baseball, boxing. Limiting tv experience. Prefer southwest. All replies answered. Bonus, 1st phone. Box 163F, B•T.

Canadian team of engineer and announcer to work on same shift. Three and five years experience all phases. Draft exempt, references. Box 164F, B•T.

Newsman desires sports-combo. Excellent news and sportsman. Capable DJ. Met. market. Box 166F, B•T.

Staff-news announcer. Four years network independent station experience seeks metropolitan market. Outstanding news style. College graduate; family man. Box 167F, B•T.

Good lady announcer-copywriter. Clear, friendly voice, strong commercial. Woman's features, disc jockey. Knowledge classical music. Copywriting ability. Little experience, lots potential. Need me? Write Box 168F, B•T, for tape, resume.

Staff announcer. Veteran, 24. Recent Midwestern graduate. Good commercial voice. Prefer midwest location. Tape, photo, resume, available. Box 174F, B•T.

Announcer—experienced. Exceptionally strong news, commercials, enteraining DJ. Audition. References. Box 175F, B•T.

Announcer, salesman, clever deejay, smooth news, commercials. Some experience. Single, veteran, travel, tape. Box 176F, B•T.

Announcer—veteran, college graduate, light experience, write copy, available immediately. Box 177F, B•T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

Experienced announcer, newscaster, DJ. Would like opportunity to gain sports experience. Married, will travel. Box 179F, B•T.

RADIO

Situations Wanted—(Cont'd)

Sportscaster—special events. Eleven years background. Run gamut in radio. Some tv. Eleven years football, seven basketball, three baseball, plus boxing, horseracing, etc. Audience participation shows, man on street interviews, currently doing Princeton games in New York. Wish to relocate on music-sports station in live southern or western market. Top agency and sponsor references. Available December first. Box 180F, B•T.

Looking for second break—will travel. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Experienced, versatile announcer. Easy delivery. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Radio-tv announcer with six years commercial experience desires good position. Worked 2 years at WGAR, 50,000 watt CBS affiliate in Cleveland, as substitute for service man. Present job as summer relief announcer at NBC's owned and operated Cleveland radio and tv stations, WTAM and WNBK, will end by the 15th of November. Member of AFTRA. Good references. Contact Guy Ewing, 12951 Lake Ave., Lakewood 7, Ohio.

Staff announcer. Board, copy, DJ and news. Third ticket. Bill Hauk, Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Announcer, newscaster, DJ-idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Combo . . . first phone. 7 years experience. Morning man specialty. Write all first letter. Lew Kennedy, Room 203, 111 E. Fourth Street, Cincinnati, Ohio, or call ELmhurst 3554.

Experienced announcer. Humorous DJ, MC. Strong news, sports. College grad. 28. Reply Room 457, 2 Broadway, New York 4, N. Y. Telephone: Whitehall 3-6535.

Technical

Engineer—university graduate with 10 years experience now employed as chief in midwest 5kw DA am station. Dependable family man who wishes to relocate and establish permanent home. Box 152F, B•T.

First phone, am-fm-tv experience, age 30, car, available immediately. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Top caliber newscaster—special events man seeks location in major market. 5 years experience. College grad. Presently employed in large market. Box 76F, B•T.

Available, experienced, diversified, newsman, deejay. Good air salesman. Familiar with copy, program work. Box 138F, B•T.

RADIO

Situations Wanted—(Cont'd)

Woman tv-radio writer, some production, now employed established tv-radio agency, desires change. Attractive, dependable. 14 years experience tv-radio publicity, business background, traffic, continuity, commercials. Top references. Interview . . . Chicago please, available one week notice. Box 182F, B•T.

Award winning newscaster and writer, tops in mature delivery, ten years experience, thirty-three, married, two children, presently employed. Box 184F, B•T.

Continuity, mike work, traffic. Serious minded. Excellent references. Jean Gilligan, Belmond, Iowa.

TELEVISION

Help Wanted

Managerial

Tv sales manager. Established medium market major network station has opening for top sales manager. Must be the best in every way for this is a really excellent opportunity. The man we select will have full authority and responsibility of sales department. Salary plus bonus plan guarantees earnings satisfactory to top man. Send resume, references and photo to Box 82F, B•T. Our personnel know of this ad.

Administrative assistant for midwest tv station with major network. Prefer radio or tv background in budget control. Accounting experience desirable. State age, experience, salary expected. Box 58F, B•T.

Salesmen

Experienced tv salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

Technical

First class engineer for 100 kw vhf station. Must have video experience. Permanent position with good organization. Box 135F, B•T.

Production manager and two (2) video engineers with first class license. Only experienced personnel need apply for position with vhf network station in southeast. Box 162F, B•T.

Maximum power vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

Production-Programming, Others

Aggressive writer-reporter experienced at working local beat. Mid-south key network tv outlet. Box 50F, B•T.

COMPLETE HIGH POWER
VHF TRANSMITTING PLANT
AT AN ATTRACTIVE PRICE

GE TT-6-E Driver
GE TY-4-A 20 KW Amplifier
TY-28-H 12-Bay Antenna
1000 Feet Andrew T-453
6⅛" Transmission Line

Presently equipped for Channel 11.
Can be modified for Channels 7 thru 13.

ABOVE EQUIPMENT AS IS AND WHERE IS $130,000

KGUL-TV Galveston, Texas

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Experienced account executive—age 29—over six years in advertising, sales and sales promotion seeking managerial position local sales. Top earner over year with one of the nations leading uhf stations in major market. Background includes radio-tv, retail merchandising, station advertising and promotion and advertising manager for wholesale appliances. Family man, willing to relocate for right opportunity. Now available for personal interview. Box 146F, B•T.

Announcers

Talented radio announcer-producer seeks television opportunity. Seven years experience. Box 170F, B•T.

Technical

First phone—experienced in commercial radio-tv. B.S. electrical engineering. References. Dave Marshall, 1825 N. Kingsley, Hollywood 27, California.

Production-Programming, Others

Operations manager—now employed state tv-radio network. Former program director with rating success story three station market. Confidential. Box 15F, B•T.

Capable SRT graduate, musical background, desires camera, film or programming, production position. Reliable, married, veteran. Salary secondary. Locate anywhere. Box 77F, B•T.

Network retrenchment makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

Tv publicity-promotion—Number 1 or 2 man, 5 years experience: Speaking — writing — special events—ideas: My strength: Want to sink roots with ambitious, growing organization. Box 144F, B•T.

Television production manager. Presently employed. Best references. Knowledge all phases. Box 949E, B•T.

Television production manager and director—six years experience. Versatile. Willing to go anywhere. Top references. Box 150F, B•T.

Producer-announcer. 10 years experience large NBC station; theatre MC background. Age 31, married, reasonable salary to prove ability. Box 151F, B•T.

Experienced tv program director, operations director. 6 years tv, 6 years radio. 30, married. Midwest only. Wire for personal interview. Box 157F, B•T.

Experienced tv cameraman (studio and field) also audio and boom. Immediate availability. Box 159F, B•T.

Seeking executive position in programming, production, or continuity, in medium or large market station. Six years experience, including PD in radio and television stations. Have put two television stations and one radio station on air. College education. Best references, including current, previous employers. Available for personal interview or immediate employment. Box 161F, B•T.

One desire: Tv production assistant's job with station. College graduate; major-film techniques and creative writing; age 24; single; relocate USA. Box 183F, B•T.

FOR SALE

Stations

Pacific northwest. Good for sales-minded manager. Profitable operation. $25,000 with good terms. Box 137F, B•T.

Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.

For Sale—(Cont'd)

Eastern Virginia uhf station. Established major city uhf market. $95,000.00. Small down payment, very attractive terms. Wire or write Box 173F, B•T, for details.

Negro race station, deep south metropolitan market, priced at $90,000, approximately the amount of current billings. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tennessee daytimer, single station market, healthy going business, with price based on current earnings. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tucson, Arizona. Recording studio, health forces sale. Opportunity! Sam Howell, 628 N. Stone. Phone 2-5641.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitor, console and crystals for 98.7. Approximately 400 feet Andrew transmission line. In daily use. Excellent condition. Make offer. Box 118F, B•T.

Tower. Am, Truscon, self-supporting, base-insulated, galvanized, 285 feet. Excellent condition. Priced for immediate sale. Located midwest. Box 136F, B•T.

Collins am transmitter, expertly modified for 250 or 500 watt operation. Guaranteed to meet all FCC specifications. One year component warranty. Price $960 with crystal for your frequency. Box 145F, B•T.

1500 feet new three-eighth inch 70 ohm coaxial line, lot $400. Box 186F, B•T.

Presto model Y 16" disc recorder. Excellent condition, $350.00, FOB, KOSI, Aurora, Colorado.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Seeburg selectomatic, model 200, like new. Cost $650.00. Will accept best offer. Station WEOK, Poughkeepsie, New York.

1—125' Blaw-Knox self supported tower, 1—85' IDECO self supported tower. 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, 7/8, 2 5/8 and 3 1/8 coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

For Sale—1 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Communications Dept., American University, Washington 16, D. C.

Wanted to Buy

Stations

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Needed immediately: used frequency monitor, regardless of condition or age. Rush details to Box 46F, B•T.

RCA-770 or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.

1000 watt transmitter—modulation monitor—insulated tower 240'-280'. Box 71F, B•T.

Wanted, surplus RCA equipment TK 11 A studio camera and TD 3A pedestal with friction head; TS 10A switching system to include TA 5C or D stabilizing amplifier and TM 5A master monitor. Box 87F, B•T.

Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.

Wanted 250 watt am transmitter, turntables, etc. Box 181F, B•T.

Wanted steel cabinets, new, used or containing obsolete equipment, suitable for new transmitter construction. Must be in good condition. Send photograph, dimension and price. Box 187F, B•T.

Wanted to Buy—(Cont'd)

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Wanted 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.

Am modulation monitor. Particulars to Engineering Co., 2279 Allesandro Street, Los Angeles, California.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

(with air qualifications)

Girl Friday

Announcers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

All Personnel must be capable of air work Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEMP
Martinsburg, W. Va.

TELEVISION

Help Wanted

Salesmen

TELEVISION ACCOUNT EXECUTIVE

Sales Representative for ten top-rated TV syndicated film properties. Generous compensation plan. Excellent exclusive territories. Experience in the sale of TV syndicated programs or in agency TV purchasing preferred.

Write or Call
UNITED DIVISION OF
U. M. &M. TV INC.
2449 CHARLOTTE STREET
KANSAS CITY 8, MISSOURI
Telephone BAltimore 5100

TELEVISION

Situations Wanted

RADIO ENGINEER

B.S. degree, 5½ years experience, completing Air Force tour as R&D Electronics Officer in January. First phone, former chief, small AM. 1 year announcing. Knowledge of TV, FM, fax, radar, audio, photography. Sales potential. Married, father-to-be, residing in Washington, D. C. Could produce best results for consultant, TV broadcaster or as field engineer. Will consider serious offer with permanence and challenge. Box 171F, B•T.

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 96)

Modification of CP

WMSL-TV Decatur, Ala., Tennessee Valley Radio and Television Corp.—Mod. of CP (BPCT-1488) as mod. which authorized new tv station to extend completion date to 1-30-55 (BMPCT-2567).

KCCC-TV Sacramento, Calif., Capital City Tv Corp.—Mod. of CP (BPCT-1330) as mod. which authorized new tv station to extend completion date to 1-3-55 (BMPCT-2566).

WRDW-TV Augusta, Ga., Radio Augusta Inc.—Mod. of CP (BPCT-1086) as mod. which authorized new tv station to extend completion date to 2-16-55 (BMPCT-2568).

WBRZ (TV) Baton Rouge, La., Louisiana Television Bcstg. Corp.—Mod. of CP (BPCT-1665) as mod. which authorized new tv station to extend completion date to 5-25-55 (BMPCT-2569).

KPTV (TV) Portland, Ore., Empire Coil Co.—Mod. of CP (BPCT-925) as mod. which authorized new tv station to extend completion date to 5-31-55 (BMPCT-2570).

KREM-TV Spokane, Wash., Louis Wasmer—Mod. of CP (BPCT-920) as mod. which authorized new tv station to extend completion date to 3-1-55 (BMPCT-2571).

October 26 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of October 22

Remote Control

WTRB Memphis, Tenn., West Tennessee Radio Service.—Granted authority to operate transmitter by remote control.

Granted License

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in facilities and installation of a new transmitter; 900 kc, 10 kw U (BL-5478).

KFQD Anchorage, Alaska, Alaska Bcstg. Co.—Granted license covering change in facilities and installation of a new transmitter; condition 730 kc, 10 kw U (BL-5484).

KORT Grangeville, Idaho, Far West Radio Inc.—Granted license for am broadcast station; 1230 kc, 250 w U (BL-5486).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 1 kw D (BL-5473).

KLGN Longan, Utah, Atlas Engineering Co.—Granted license for am broadcast station; 1390 kc, 1 kw D (BL-5493).

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted license for am broadcast station; 1380 kc, 1 kw D (BL-5482).

Remote Control

WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted License

WNTM Vero Beach, Fla., Central Florida Bcstg. Co.—Granted license for am broadcast station; 1370 kc, 1 kw D (BL-5488).

WSRC Durham, N. C., Southern Radiocasting Co.—Granted license for am broadcast station; 1410 kc, 1 kw D (BL-5492).

WNIC DeKalb, Ill., Northern Illinois State Teachers College.—Granted license for Noncommercial educational broadcast station; ch. 216 (91.1 mc), 10 w U (BLED-159).

KMDO Fort Scott, Kan., Fort Scott Bcstg. Co.—Granted license for am broadcast station; 1600 kc, 500 w D (BL-5480).

Modification of License

WDIX Orangeburg, S. C., WRNO Inc.—Granted Mod. of license to change name of licensee to WDIX Inc. (BML-1603), and Mod. of CP to change name to WDIX Inc. (BMP-6669).

Modification of CP

The following was granted Mod. of CP for extension of completion date as shown: WMSL-TV Decatur, Ala., to 1-30-55.

Actions of October 21

Remote Control

The following were granted authority to operae transmitters by remote control: WMCH Church Hill, Ten.; WBMD Baltimore, MI.

Granted License

WMSN Raleigh, N. C., Merchants & Farmers Station.—Granted license for am broadcast station; 570 kc, 500 w D (BL-5494).

Modification of CP

WPAQ Mt. Airy, N. C., Ralph D. Epperson—Granted Mod. of CP for change in type transmitter; condition (BMP-6672).

The following were granted Mod. of CP's for extension of completion dates as shown: WHP-FM Harrisburg, Pa., to 2-10-55; WMVT (TV) Montpelier, Vt., to 5-12-55; KOOL-TV Phoenix, Ariz., to 5-20-55.

Actions of October 20

Granted License

WMOZ Mobile, Ala., The Gadsden Radio Co.—Granted license covering installation of new transmitter (BL-5479).

Remote Control

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co.—Granted authority to change remote control point of operation (same city).

Granted License

WBEN-FM Buffalo, N. Y., WBEN Inc.—Granted license for changes in fm station ch. 293 (106.5 mc), 52 kw U (BLH-1001).

WJW-FM Cleveland, Ohio, WJW Inc.—Granted license for changes in fm station; correction in geographical coordinates (BLH-999).

Granted CP

WBOC Salisbury, Md., The Peninsula Bcstg. Co.—Granted CP to install new transmitter as an alternate main transmitter, at present location of the main transmitter, to be operated on 960 kc, 1 kw DA-N (BP-9503).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WMVO-FM Mount Vernon, Ohio, to 11-11-54; WITH-TV Baltimore, Md., to 5-14-55.

Actions of October 19

Granted License

KAWL York, Neb., The Prairie States Bcstg. Co.—Granted license for am broadcast station; 1370 kc, 500 w D (BL-5464).

WFAR Farrell, Pa., Sanford A. Schafitz.—Granted license for am broadcast station; 1470 kc, 500 w D (BL-5458).

KLEA Lovington, N. M., Prosperity Land Bcstg. Co.—Granted license covering installation of new transmitter (BL-5461).

WRCD Dalton, Ga., Whitfield Bcstg. Co.—Granted license for am broadcast station; 1430 kc, 1 kw D (BL-5475).

KEYJ Jamestown, N. D., James River Bcstg. Co.—Granted license for am broadcast station; 1400 kc, 250 w U (BL-5412).

For Sale—(Cont'd)

WANTED TO BUY FOR CASH!!

Small Station Within 300 Miles of Charlotte, N. C.

Write

Box 79F, B•T

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR SALE

THREE HOP MICROWAVE RELAY SYSTEM

(Complete package or any part)

WSAZ-TV inter-city relay system, operating successfully for over four years—discontinuing to take AT&T service. Length of hops—38 miles, 43 miles and 48 miles. Separate audio and video equipment. Video—50 watt, 2000mc. Raytheon. Audio—895mc. RCA. (1) 100 foot tower, (1) 200 foot tower. Screens, dishes, stand-by generators, etc. Immediate delivery. Also have experienced operating personnel available. For details contact:

Leroy E. Kilpatrick
WSAZ-TV
Huntington, West Virginia
Phone 4-4126

For local and national
programs the Atlanta audience
depends on WSB-TV,
the great *area* station
of the Southeast

EVIDENCE:

According to Pulse, Inc., in the month of September the top 5 programs of all surveyed were on WSB-TV. These programs were Dragnet, Fireside Theatre, Circle Theatre, Truth or Consequences, I Married Joan. According to American Research Bureau, WSB-TV carried 4 of the top 5.

In the same month on the night when all three Atlanta stations were programming election returns of the Georgia Democratic Primary, WSB-TV had an average audience 40% greater than station B and 80% greater than station C according to Pulse, Inc.

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv
Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

KAMO Rogers, Ark., Radio Station KAMO.—Granted license for am broadcast station and specify studio location (BL-5449).

WEQR Goldsboro, N. C., Eastern Carolina Bcstg. Co.—Granted license covering changes in fm broadcast station; transmitter and studio location redescribed (BLH-1003).

WCAU-FM Philadelphia, Pa., WCAU Inc.—Granted license for changes in fm broadcast station; studio location redescribed, etc. (BLH-1002).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: KSBR San Bruno, Calif., to 5-12-55; WKAT-FM Miami Beach, Fla., to 5-12-55; WSM-TV Nashville, Tenn., to 5-4-55; WHEC-TV Rochester, N. Y., to 5-14-55; WDAY-TV Fargo, N. D., to 5-13-55; WLBT Jackson, Miss., to 4-26-55.

Actions of October 18

Detroit, Mich., Burns Avenue Baptist Church.—Granted extension of authority to transmit programs from Burns Ave. Baptist Church to Station CKLW, Windsor, Ontario, Canada, for period beginning 8-1-54 to 7-24-55.

Granted CP

WHA-FM Madison, Wis., State of Wis. State Radio Council.—Granted CP to replace expired permit (BPED-238) which authorized changes in noncommercial educational fm station; ch. 204 (88.7 mc), 22 kw U (BPED-263).

WNAS New Albany, Ind., School City of New Albany.—Granted CP to replace expired permit (BPED-242) which authorized changes in licensed noncommercial educational fm station; ch. 201 (88.1 mc), 800 w U (BPED-264).

Modification of CP

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Granted Mod. of CP to install new transmitters (BMPCT-2499).

The following were granted Mod. of CP's for extension of completion dates as shown: WPFD Darlington, S. C., to 2-28-55; KFMB-TV San Diego, Calif., to 4-12-55; WVET-TV Rochester, N. Y., to 5-14-55; WBOC-TV Salisbury, Md., to 5-11-55; KFUO-TV Clayton, Mo., to 4-4-55.

STANDARD BROADCAST APPLICATION RETURNED

WAYB Waynesboro, Va., Waynesboro Bcstg. Corp.—Voluntary transfer of control of licensee corporation from Judson T. Phillips and John A. Brown to N. Wilbur Kidd (filed on wrong form) (1490).

October 27 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WOKW Sturgeon Bay, Wis.; WXGI Richmond, Va.; WGLC Centreville, Miss.; KIPA Hilo, T. H.; WEAN Providence, R. I.; WGTH Hartford, Conn.; WNAC-AM-FM-TV Boston, Mass.; WOR-AM-FM-TV New York, N. Y.

By Memorandum Opinion and Order, granted in part and denied in part the "Protest and Petition for Other Relief" filed Sept. 29 by Houston Consolidated Tele. Co., permittee of tv station KTRK-TV (formerly KTLJ), ch. 13, Houston, Tex., directed against Commission's action of Sept. 1 granting without hearing application of Gulf Tele. Co., licensee of KGUL-TV, ch. 11, Galveston, Tex., for Mod. of CP to change transmitter site and make other changes (BPCT-1875); designated for hearing on Nov. 15 said application and postponed the effective date thereof pending final determination in this proceeding.

October 27 Applications

Accepted for Filing

Renewal of License

WFMC Goldsboro, N. C., Southern Radio and Television Corp.—BR-2681.

Renewal of License Application Returned

WDIX Orangeburg, S. C., WDIX Inc.—(Section II dated after Section I) BR-1360.

Construction Permits

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in existing auxiliary antenna facilities located at main transmitter site to add currently licensed main transmitters as auxiliary transmitters (BPCT-1914).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in existing auxiliary antenna facilities located at main transmitter site to add currently licensed main transmitters as auxiliary transmitters (BPCT-1915).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in auxiliary transmitting equipment, to use main transmitters specified in BMPCT-855 in lieu of those specified in BMPCT-831 (BPCT-1913).

TELESTATUS

November 1, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) NBC, ABC, DuM; Blair; 293,120**
►**WBRC-TV (6) CBS; Katz; 286,830**
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►**WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000**
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►**WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200**
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 99,108
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240

Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KAKE-TV Wichita, Kan. (ch. 10), Oct. 19.

WCNY-TV Carthage, N. Y. (ch. 7), Oct. 23.

WTVW (TV) Milwaukee (ch. 12), Oct. 27.

Fort Smith†—
►**KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►**KARK-TV (4) NBC, DuM; Petry; 77,233**
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
►**KCMC-TV (6) See Texarkana, Tex.**

CALIFORNIA

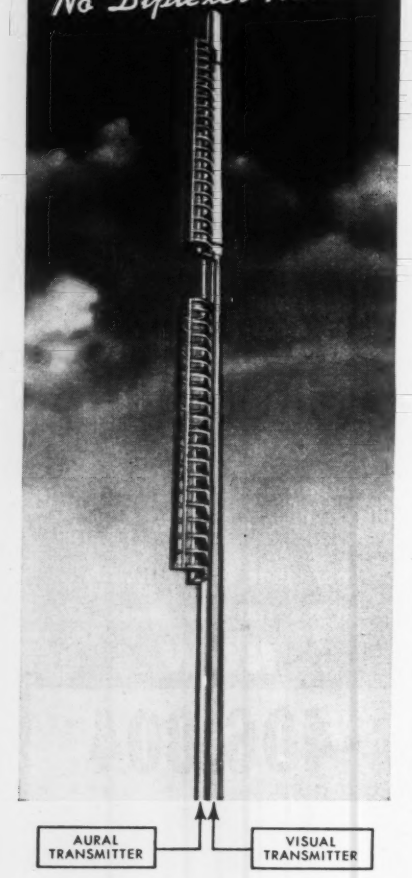
Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►**KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595**

Berkeley (San Francisco)—
►**KQED (*9)**

Chico—
►**KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962**

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

STAND-BY
TV TRANSMITTING
ANTENNAS
for channels 7-13
No Diplexer Needed



A simple, versatile and economical system consisting of two separate bays of type 1020 slotted-ring antenna can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths. Write for Bulletin T-854.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co, Inc
299 ATLANTIC AVE., BOSTON, MASS

Coronat—
KCOA (52), 9/16/53-Unknown
El Centrot—
KPIC-TV (16) 2/10/54-Unknown
Eurekat—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,901,124
► KHJ-TV (9) DuM; H-R; 1,901,124
► KNXT (2) CBS; CBS Spot Sls.; 1,901,124
► KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,901,124
► KTTV (11) Blair; 1,901,124
Modestot—
KTRB-TV (14) 2/17/54-Unknown
Montereyt—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Unknown
Salinast—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,005,960
► KPIX (5) CBS; Katz; 1,005,960
► KRON-TV (4) NBC; Free & Peters; 1,005,960
► KSAN-TV (32) McGillvra; 125,000
San Josét—
KQXI (11) 4/15/54-Unknown
San Luis Obispot—
► KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stocktont—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visaliat—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junctiont—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartfordt—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New Londont—
WNLC-TV (26) 12/31/52-Unknown
Norwicht—
WCNE (*63) 1/29/53-Unknown
Stamfordt—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Dovert—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 636,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwatert—
WPGT (32) 12/2/53-Unknown
Daytona Beacht—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myerst—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama Cityt—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacolat—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampat—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; 216,000

GEORGIA

Albanyt—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-11/21/54
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Romet—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasvillet—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdostat—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boiset (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampat—
KTVI (6) 3/11/53-Unknown
Pocatellot—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Fallst—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,000
Bloomingtont—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliett—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 199,660
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/15/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020
► WBAL-TV (11) NBC; Petry; 568,020
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 568,020
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 62,212

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400

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Name _____
Firm _____
Street _____
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Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 511,000
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 85,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 490,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 95,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) 11/1/54
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker 24,218

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 120,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 416,840. See footnote (a)
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700

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PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area* ..... 115,000 TV families

PLUS—*Coverage of south and eastern Vermont* ..... 15,000 TV families

Total PRIMARY coverage 240,000 TV families

4 Million People Live in This Area ▶

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Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 348,500
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 350,000

Utica—
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 31,000
►WLOS-TV (13) ABC, DuM; Venard; 204,907

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54

Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073

Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/12/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750

Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800

Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500

Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown

Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 233,375
►WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000

Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
►WICA-TV (15) 25,000

Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 687,514
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629

Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451

Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Woodward Bcstg. Co. (79) 10/20/54-Unknown

Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
►KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 281,522

Tulsa—
►KCEB (23) NBC, DuM; Bolling; 123,614
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-Dec. '54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000

Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,600

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
►WLEV-TV (51) NBC; Meeker; 84,591

Chambersburg†—
WCHA-TV (48) See Footnote (d)

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 43,752

Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402

Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
WLBR-TV (15) See footnote (d)

New Castle—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767

Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,819,362

Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870

Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,500
►WGBI-TV (22) CBS; Blair; 175,000
►WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 174,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 188,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

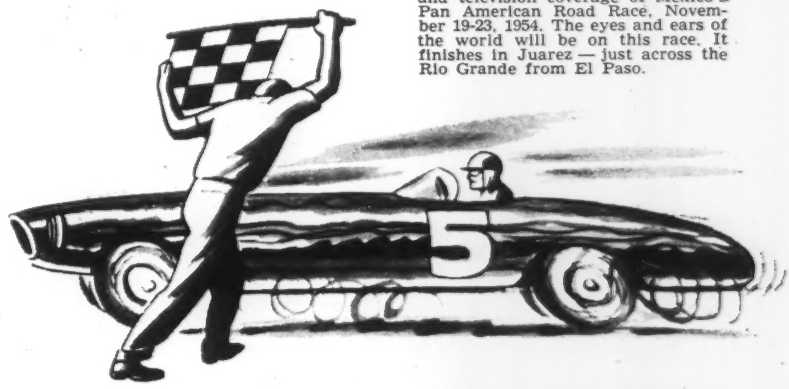
Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
►WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 70,356

Camden†—
WACA-TV (15) 6/3/53-Unknown

KROD and KROD-TV will give radio and television coverage of Mexico's Pan American Road Race, November 19-23, 1954. The eyes and ears of the world will be on this race. It finishes in Juarez — just across the Rio Grande from El Paso.



LEADERS IN PERFORMANCE

EL PASO'S per capita income is 9% above the national average*, but this by no means measures the true quality of the market. In SALES PERFORMANCE, El Paso is 32% higher than the national average in propoftion to population.* This means that the El Paso Southwest, covered by KROD-TV, is one of America's strong PLUS MARKETS.

Call your Branham man for complete information.

*Sales Management—1954

KROD-TV

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Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Company

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 104,728

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 88,940
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 58,033
► KGNC-TV (4) NBC, DuM; Katz; 58,033
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
► KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 63,843
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,843
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Melville; 38,573
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 212,750
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 43,126
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 75,000

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 465,873
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 116,299
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
Daily Telegraph Printing Co. (6) Katz; Initial Decision 10/20/54
Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 42,946
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 411,140
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,81
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed 195,670
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 61,000
► WMTV (33) ABC, NBC, DuM; Bolling; 59,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 350,080
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
► WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

REVERSAL PROCESSING FOR TV
Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.
Write for free catalogue.
NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

London, Ont.—

▶CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—

▶CBFT (2) CBC French; CBC; 221,216

▶CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—

▶CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—

▶CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—

▶CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—

▶CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—

▶CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—

▶CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091

Toronto, Ont.—

▶CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—

▶CBUT (2) CBC; CBC; 30,000

Windsor, Ont.—

▶CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—

▶CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—

▶XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—

▶XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 276. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,463,647.

***Indicates educational stations.**

†Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK

BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y

ELDORADO 5-0405

UPCOMING

NOVEMBER

Nov. 4: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

FORECASTING

Advance Schedule Of Network Color Shows

CBS-TV

Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party,* participating sponsors.

Nov. 5 (7:45-8 p.m.): *Perry Como Show,* Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway,* "Panama Hattie," Westinghouse Electric Co. through McCann-Erickson.

Nov. 14 & Nov. 21 (6:30-7 p.m.): *You Are There,* Electric Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow,* Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 28 (9:30-10 p.m.): *Honestly Celeste,* Bristol-Myers Co. through Young & Rubicam.

NBC-TV

Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents,* "Fanfare," Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

Nov. 15 (8-9:30 p.m.): *Producers' Showcase,* "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 18 (9:30-10 p.m.): *Ford Theatre,* "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre,* "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame,* "Macbeth," Hallmark cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Nov. 4: National Television Film Council, color tv lecture, Warwick Hotel, New York.

Nov. 4: Selection committee, Tv Bureau of Advertising, New York.

Nov. 4-5: First district, Advertising Federation of America, Hotel Sheraton, Worcester, Mass.

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

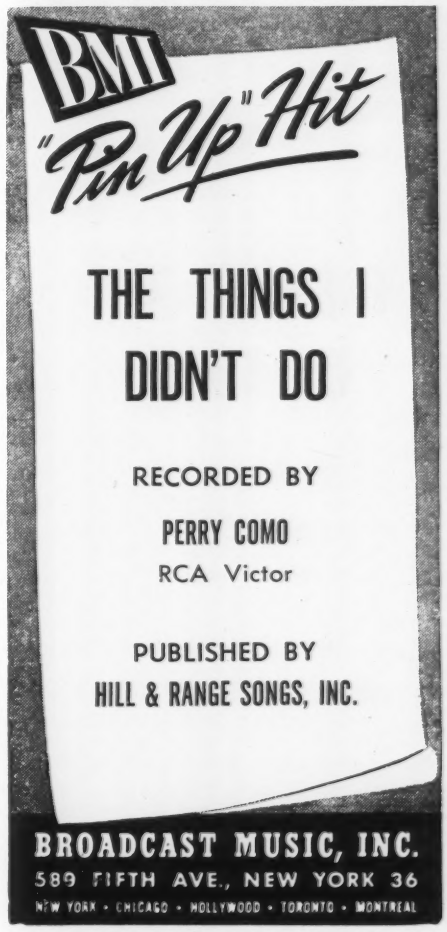
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



editorials

The Great Game of . . .

IT IS unfortunate that the historic appearance of the President's Cabinet on television was marred by an air of artificiality.

To begin with, the performance should never have been described in advance as a Cabinet meeting. It was simply a report by the Secretary of State—a clear, earnest and impressive report, which needed no phony trappings to enhance it. The presence of the other Cabinet members added nothing to the occasion and indeed detracted from it.

The lesson here is that when a government has an important message to deliver to its people, there is no need to hoke it up. If Mr. Dulles has a message as significant as the one he brought home from Europe, he can deliver it more effectively by talking directly to the people via television than by pretending to let the people eavesdrop while he talks to his Cabinet colleagues. Such a pretense cannot help but make the presentation less convincing.

. . . Tv Politics

THOUGH it certainly did not damage the Republican cause and may even have been arranged with the thought of political advantage in mind, the Cabinet telecast was not, in the true sense of the phrase, a political broadcast.

The international agreements which Mr. Dulles explained were the accomplishments of an administration which happens to be Republican and which happens to have as much Democratic as Republican support for its European policy.

Hence, the Democrats' appeal for equal time was wholly unjustified. It was, however, in character with the general jockeying for free time that the Communications Act and FCC interpretations of it encourage.

The answer of Frank Stanton to the Democrats' demands was eminently sound:

"Our established policy has been not to provide time to reply to the President of the United States or members of his cabinet appearing and speaking as such, or reporting to the people on their official activities over our facilities. . . . We have applied [this policy] alike to Republican and Democratic administrations."

The night after Dr. Stanton issued that statement, a Democratic candidate for Congress from New Jersey, was granted an appearance on *Strike It Rich* on CBS-TV because his Republican opponent had appeared on the show earlier.

Aspirin, anybody?

Sanity in Selling

EVERY now and then a daring department store, defying the cherished but antiquated axioms of the retailing craft, takes a plunge into radio.

Sometimes the radio money is spent unwisely. When it is spent well, the results are good—as in the case of The Aug. W. Smith Co., of Spartanburg, S. C. [B•T, Oct. 18].

The Spartanburg radio story opens a line of retail thinking that no department store can ignore, no matter how much its staff loves the printed sketch of a gown or the thump of a studhorse headline. Goaded by high-handed newspaper pressure, the store simply diverted the bulk of its budget to radio. It bought time—carefully selected time—on all stations in the city and sat back to observe results. The results: A series of radio success stories.

Being realists, operators of the store expect to restore newspapers to a prominent place in their media planning. When that happens, newspapers will be budgeted on an equality with radio. The old 70-30 newspaper-radio ratio has been cast aside.

The Aug. W. Smith Co. likes all media. Three months of radio-dominated advertising, tied into other promotion, taught this enterprising store that radio can do the basic department store advertising job.

What happened in Spartanburg should be studied by every thoughtful retailer—and every broadcaster, too. In the heat of competition, newspapers have belittled radio in the selling, and vice versa. Advertising history has proved that there is room for all major media. Retailers have been slow to adopt radio, mainly because they have been newspaper-minded for generations and because broadcasters haven't done an effective sales job.

Both should heed the suggestion of Tom McGee, president and treasurer of The Aug. W. Smith Co.: "Stores that use radio for a month or two don't give it a fair test. Retailers should decide to spend a certain amount of money for a year and then go ahead and do it."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Convincing sales are made in private!"

Down Mexico Way

NOW THAT the "radio is here to stay" stalwarts have established a firm beach-head in this high-flying television era, it behooves them to turn their attentions to an almost forgotten problem—radio allocations on the North American continent.

Since 1950, when all North American nations except Mexico agreed to an allocation of the standard broadcast band (NARBA), little more than cursory attention has been given to am assignments. Without an understanding, the broadcast band could be shot through with interference. There are now serious interference problems in some areas of this country.

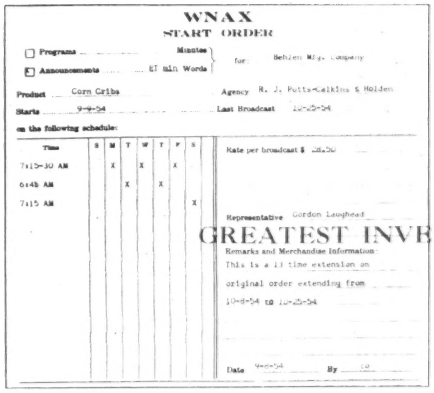
This week, official delegations of the United States and Mexico meet in Mexico City to negotiate a bilateral agreement which would bring Mexico within the scope of NARBA. There is no assurance that an agreement can be reached, but our delegation is encouraged because Mexico took the initiative.

Mexico, it is indicated, wants more lower channels, higher power and prior rights to 540 kc, the most recent addition to the standard broadcast band. Four years ago Mexico walked out of the NARBA conference, nullifying the hope of an all-embracing agreement.

The United States has an able delegation, headed by FCC Comr. Rosel H. Hyde, who was chairman of the 1950 sessions. Engineering and legal observers representing the various domestic broadcasting interests will be present. The delegation will be prepared to act if Mexico's proposals are reasonable and equitable. They were not in 1950.

Because radio is the only all-inclusive medium of communications, it becomes more essential than ever in this atomic age that service be maintained and, where possible, improved in the remote areas of the United States. The U. S. delegation will not be disposed to deal on any proposals that would further degrade this service or barter away our rights.

International conferences are a matter of give-and-take. But compromises must be sound. An agreement should take into account national needs, good engineering standards mutually applicable and rigidly enforced, protection of national service, and those difficult but essential ingredients of equity and fairness. The climate and the timing seem to be right for an accord.



WNAX
START ORDER

☐ Programs ..... Minutes
☑ Announcements ..... 67 min Words } for Behlen Mfg. Company

Product Corn Cribs Agency R. J. Potts-Calkins & Holden
Starts 9-9-54 Last Broadcast 12-25-54
on the following schedule:

Time	S	M	T	W	T	F	S
7:15-30 AM		X		X		X	
6:45 AM			X		X		
7:15 AM							X

Rate per broadcast $ 28.50

Representative Gordon Laughead

Remarks and Merchandise Information
This is a 13 time extension on
original order extending from
10-8-54 to 12-25-54

Date 9-8-54 By

GREATEST INVENTION SINCE THE WHEEL

This is the form that starts wheels rolling in Big Aggie Land. In this case the "wheels" are attached to corn cribs. But it could be for practically anything that rolls, flies, walks, stands, moves, eats or is eaten, or helps farmers or townsfolk.

WNAX-570 has been putting its voice to the wheel for 32 years in Big Aggie Land—Minnesota, the Dakotas, Nebraska and Iowa. Wheels within wheels start turning with a WNAX Start Order. Distributors perk up their salesmen. Retailers get calls; displays get displayed. Consumers consume.

To be a big wheel in this market, see the Katz Agency.

WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.